11/28/80 C 7715-3 U

SEPTEMBER
1980

pocket summary

of registrations

new cars

new trucks

COURTESY OF
R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	SEPTEMBER		% '80 VS '79	% IND	
	1980	1979		1980	1979
AMC	12559	12133	103.47	1.79	1.42
(Concord)	5515	6317	87.30	.79	.74
(Eagle)	2489	563	442.10	.35	.07
Chrysler	11935	31540	37.84	1.70	3.69
(LeBaron)	5821	12630	46.09	.83	1.48
Dodge	25872	40779	63.44	3.69	4.76
(Diplomat)	2735	5382	50.82	.39	.63
(Colt)	3502	3879	90.28	.50	.45
(Challenger)	1138	868	131.11	.16	.10
(Omni)	7814	7747	126.68	1.40	.91
(Aspen/Aries)	4975	10454	34.42	.71	1.68
Plymouth	25787	33100	77.71	3.67	3.87
(Arrow/Champ)	3849	2734	140.78	.55	.32
(Sapporo)	805	914	98.89	.11	.10
(Horizon)	13389	8937	149.82	1.91	1.04
(Volare/Reliant)	6744	19531	34.56	.96	2.28
(Gran Fury)	595	12	-	.14	-
Chrysler Corp.	63594	105419	60.32	9.06	12.32
Ford	76489	111628	68.52	10.89	13.05
(Fiesta)	5760	6304	91.37	.82	.74
(Pinto/Escort)	15599	12229	127.56	2.22	1.43
(Fairmont)	15462	22494	68.74	2.20	2.63
(Granada)	7086	9875	71.76	1.01	1.15
(LTDII/LTD)	8249	18860	43.74	1.17	2.20
(Mustang)	15875	21197	74.89	2.27	2.48
(T Bird)	8458	18263	46.31	1.20	2.14
Lincoln	4685	9108	51.44	.67	1.06
(Mark/ContMark)	2326	3860	60.26	.33	.44
(Versailles)	248	1251	19.82	.04	.15
Mercury	22462	38268	58.70	3.20	4.48
(Zephyr)	5526	6607	83.64	.79	.77
(Monarch/81Cougar)	2058	3769	54.60	.29	.44
(XR7/Cougar)	3660	10366	35.31	.52	1.22
(Capri)	4508	5774	78.07	.64	.68
(Bobcat/Lynx)	3071	3121	98.40	.44	.36
Lnc/Merc. Div.	27147	47376	57.30	3.87	5.54
Ford Motor Co.	103636	159004	65.18	14.76	18.59
Buick	58662	59701	98.26	8.36	6.98
(Skylark)	14296	11272	126.83	2.04	1.32
(Century)	28881	24600	117.40	4.11	2.87
(Riviera)	3345	2795	119.68	.48	.33
Cadillac	15413	23955	64.34	2.20	2.80
(Eldorado)	4045	4034	100.27	.58	.47
(Seville)	2198	2826	77.78	.31	.33
Chevrolet	136138	172113	79.10	19.38	20.13
(Chevette)	31048	24281	127.87	4.42	2.84
(Monza)	14620	10262	142.47	2.08	1.20
(Camaro)	9419	13274	70.96	1.34	1.55
(Citation)	28100	31740	88.53	4.00	3.72
(Malibu)	20229	25384	79.69	2.88	2.97
(Corvette)	3025	3326	90.95	.43	.39
(Monte Carlo)	12770	24818	51.45	1.82	2.90
Oldsmobile	64901	77342	83.91	9.24	9.04
(Omega)	7363	4777	154.13	1.05	.56
(Cutlass)	38587	43999	87.70	5.49	5.14
(Toronado)	2837	2416	117.43	.40	.28
Pontiac	49396	65827	75.04	7.04	7.70
(Sunbird)	12607	6386	197.42	1.80	.75
(Phoenix)	7946	7875	100.90	1.13	.92
(Lemans)	5576	8300	67.18	.79	.97
(Firebird)	6284	10283	61.11	.90	1.20
Gen. Mtrs. Corp.	324510	398936	81.34	46.22	46.65
Misc. Domestic	442	370	119.46	.06	.04
Other Import	197375	179482	109.97	28.11	20.98
U.S. Total	702111	855346	82.09		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END 1979
	1980	1979		1980	1979	
A.M.C.	112182	109176	102.75	1.71	1.38	156926
(Concord)	48741	63241	77.07	.74	.80	83231
(Eagle)	21524	563	-	.33	.01	11164
Chrysler	102199	187234	54.58	1.55	2.37	243842
(Le Baron)	46597	77831	59.87	.70	.99	100181
Dodge	234042	354394	66.04	3.57	4.48	442260
(Diplomat)	22932	36354	63.08	.35	.46	45852
(Colt)	41283	47970	86.06	.63	.61	60656
(Challenger)	9692	11702	82.82	.15	.15	14217
(Omni)	80250	98584	81.40	1.22	1.24	121640
(Aspen/Aries)	47059	93890	50.12	.72	1.19	117395
Plymouth	224384	307188	73.04	3.41	3.89	381844
(Arrow/Champ)	45263	36284	124.75	.69	.46	46352
(Sapporo)	7522	10164	74.01	.11	.13	12267
(Horizon)	99086	115632	85.69	1.51	1.46	143477
(Volare/Reliant)	61990	134119	46.22	.94	1.70	166020
(Gran Fury)	10523	3191	329.77	.16	.04	3778
Chrysler Corp	560625	848816	66.05	8.53	10.74	1067946
Ford	841718	1183571	71.12	12.81	14.98	1552097
(Fiesta)	52073	60074	86.68	.79	.76	76919
(Pinto/Escort)	120903	145490	83.10	1.84	1.84	183546
(Fairmont)	214335	245104	87.45	3.26	3.11	333456
(Granada)	59592	108941	54.70	.91	1.38	141375
(LTDII/LTD)	113067	219474	51.52	1.72	2.78	272766
(Mustang)	176868	226307	78.15	2.69	2.86	295511
(T'Bird)	104880	147911	70.91	1.60	1.87	210249
Lincoln	54287	94385	57.52	.83	1.19	128262
(Mark/ContMark)	27110	37151	72.97	.42	.47	54597
(Versailles)	4152	10439	39.77	.06	.13	13539
Mercury	237703	384236	61.86	3.61	4.87	498326
(Zephyr)	61275	73074	83.85	.93	.92	95787
(Monarch/81Cougar)	20963	42509	49.31	.32	.54	54558
(XR7/Cougar)	44313	92585	47.86	.67	1.18	122808
(Capri)	48705	69620	69.96	.74	.88	88734
(Bobcat/Lynx)	23469	34619	67.79	.36	.44	43097
Lenc/Merc. Div.	291990	478621	61.01	4.44	6.06	626588
Ford Motor Co.	1133708	1662192	68.21	17.25	21.04	2178685
Buick	512939	516674	99.27	7.80	6.54	681182
(Skylark)	125748	70348	178.75	1.91	.89	104458
(Century)	242069	229302	105.57	3.69	2.90	301885
(Riviera)	29826	37967	78.56	.45	.48	49587
Cadillac	154785	225233	68.72	2.35	2.85	307897
(Eldorado)	35596	46235	76.99	.53	.59	61000
(Seville)	25450	30355	83.84	.39	.38	44216
Chevrolet	1305494	1614039	80.88	19.86	20.42	2106404
(Chevette)	281555	281531	100.01	4.28	3.56	363644
(Monza)	111258	111581	99.71	1.69	1.41	139073
(Camaro)	92208	163154	56.52	1.40	2.06	203904
(Citation)	283839	203872	139.22	4.33	2.58	291615
(Malibu)	192803	258608	74.55	2.93	3.27	337164
(Corvette)	27164	29694	91.48	.41	.38	40164
(Monte Carlo)	117496	205195	57.26	1.79	2.60	265110
Oldsmobile	593439	712743	83.26	9.03	9.02	931836
(Omega)	63651	32223	197.53	.97	.41	46495
(Cutlass)	339869	387435	87.61	5.18	4.91	510757
(Toronado)	26612	34949	76.15	.40	.44	45354
Pontiac	454757	601769	75.57	6.92	7.62	774525
(Sunbird)	95206	69729	136.54	1.44	.88	86849
(Phoenix)	72860	53610	135.91	1.11	.68	74560
(Lemans)	57754	88903	64.96	.88	1.13	115301
(Firebird)	67499	120023	56.24	1.03	1.52	150048
Gen. Mtrs. Corp.	3021384	3670458	82.32	45.96	46.45	4807844
Misc. Domestic	2792	3615	77.23	.04	.05	4652
Other Import	1742626	1607114	108.43	26.51	20.34	2140642
U.S. Total	6573317	7901371	83.19			10356695

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	SEPT	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	19776	10.39	179851	276532	65.04	9.41	10.46
Plymouth	2436	1.28	22568	14847	152.00	1.18	.56
Ford	55923	29.40	601812	848448	70.93	31.50	32.07
Chevrolet	51224	26.91	568487	839407	67.72	29.76	31.74
G.M.C.	13141	6.90	141660	212785	66.57	7.41	8.05
I.H.	8466	4.45	51723	88292	58.58	2.71	3.34
Jeep Truck	5624	2.95	61242	105612	57.99	3.21	3.99
Mack	1655	.87	16264	22683	71.70	.85	.86
Kenworth	741	.39	8983	10983	81.79	.47	.42
Peterbilt	541	.28	5515	6684	82.51	.29	.25
Freightliner	799	.42	8415	9820	85.69	.44	.37
White	587	.31	5945	8323	63.77	.31	.35
Misc	29411	15.45	238023	199488	119.32	12.46	7.54
U.S. Total	190324		1910485	2644904	72.23		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5 26	GVW 7 26 33	GVW 8 33 & OVER
Dodge	77080	98572	4009	190	–	–	–	–
(Dodge 1)	51584	62710	1720	–	–	–	–	–
Plymouth *	15440	7128	–	–	–	–	–	–
Ford	187909	361063	474	–	–	15035	2554 3	11188
(Ford 2)	77667	119287	–	–	–	–	–	–
Chevrolet	277043	266780	828	–	1156	10085	10176	2416
(Chevrolet 3)	126229	77866	–	–	–	–	–	–
G.M.C.	39862	71063	6	–	491	7285	10478	12475
(G.M.C. 4)	7076	14570	–	–	–	–	–	–
I.H.	–	12992	–	–	–	10917	12503	15308
Jeep Truck	38073	23169	–	–	–	–	–	–
(Jeep 5)	38073	17011	–	–	–	–	–	–
Mack	–	–	–	–	–	406	–	15858
Kenworth	–	–	–	–	–	–	–	8983
Peterbilt	–	–	–	–	–	–	–	5515
Freightliner	–	–	–	–	–	–	–	8415
White	–	–	–	–	–	–	–	5945
Misc	232311	11	12	9	20	2269	1665	1726
Total	867718	940778	5329	199	1670	46597	60365	87829
1979 Total	963337	1367799	36521	4360	22481	109451	356261	25762
1980 VS '79	90.07	61.47	14.59	4.56	81.54	42.57	169.44	69.84

UNITED STATES SUMMARY

(Memo Total) – To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans
4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

* Plymouth Includes Trail Duster & Arrow

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	440760	23.22	1	349193	19.69	1
DATSUN	398578	20.99	2	323952	18.27	2
HONDA	263542	13.88	3	256021	14.44	3
VOLKSWAGEN	195094	10.28	4	223011	12.58	4
MAZDA	114845	6.05	5	104680	5.90	5
SUBARU	91514	4.82	6	74411	4.20	6
FIESTA*	52073	2.74	7	60074	3.39	7
ARROW/CHAMP*	45263	2.38	8	36284	2.05	12
COLT/HATCHBACK*	41283	2.17	9	47970	2.71	8
VOLVO	39716	2.09	10	40913	2.31	10
TOTAL IMPORT CARS	1898459			1773308		
FIAT	29680	1.56	13	46886	2.64	9

NEW IMPORTED TRUCKS
LEADING MAKES

TOYOTA	106879	26.20	1	93804	25.89	1
DATSUN	84889	20.81	2	78589	21.69	2
CHEVROLET L.U.V.*	65484	16.05	3	73360	20.25	3
FORD COURIER*	57672	14.14	4	56779	15.67	4
DODGE D50*	33468	8.20	5	23443	6.47	5
PLYMOUTH ARROW*	14484	3.55	6	10804	2.98	6
TOTAL IMPORT TRUCK	407923			362269		

* DOMESTIC SPONSORED IMPORTS
UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2658918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

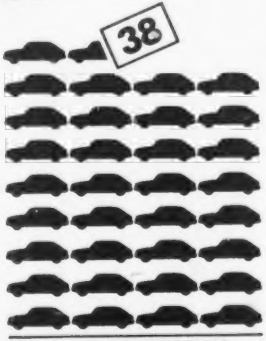
©R. L. Polk & Co.

R. 1/80

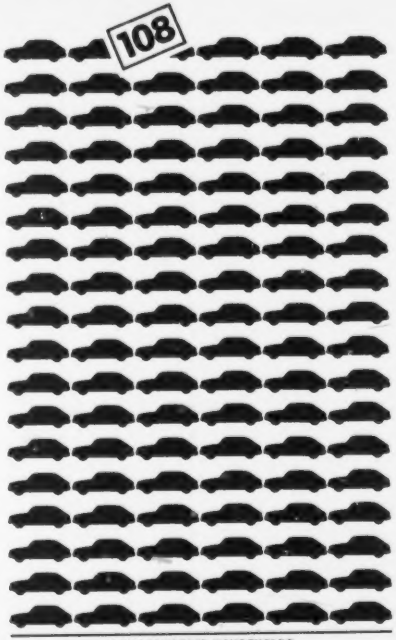
SEPTEMBER 1980 ISSUED 11/80

How many new car buyers per 100 households are you getting with your media buys?

ALL HOUSEHOLDS



POLK SELECTED HOUSEHOLDS
@ 2,000,000 LEVEL



POLK SELECTED HOUSEHOLDS
@ 110,500 LEVEL

R. L. POLK & CO.

DETROIT, MICH.

5

12/29/80
C7715-3U
/

OCTOBER
1980

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	OCTOBER		% '80 VS '79	% IND	
	1980	1979		1980	1979
A.M.C.	13812	16907	81.69	1.85	1.90
(Concord)	6397	7924	80.73	.86	.89
(Eagle)	3141	2473	127.01	.42	.28
Chrysler	12117	25042	48.39	1.62	2.81
(Le Baron)	5837	9914	58.88	.78	1.11
Dodge	24964	35885	69.57	3.35	4.03
(Diplomat)	2865	4315	66.40	.38	.48
(Colt)	3266	4811	67.89	.44	.54
(Challenger)	799	856	93.34	.11	.10
(Omni)	8186	7941	103.09	1.11	.89
(Aspen/Aries)	6307	10866	58.04	.84	1.22
Plymouth	23116	29181	79.22	3.09	3.28
(Arrow/Champ)	3528	3268	107.96	.47	.37
(Sapporo)	564	829	68.03	.08	.09
(Horizon)	10840	9909	109.40	1.44	1.11
(Volare/Reliant)	7826	14202	55.10	1.05	1.60
(Gran Fury)	358	64	559.38	.05	.01
Chrysler Corp.	60197	90108	66.81	8.05	10.12
Ford	88727	130880	67.79	11.88	14.70
(Fiesta)	5888	5910	99.63	.79	.66
(Pinto/Escort)	19719	13740	143.52	2.64	1.54
(Fairmont)	18892	28722	65.78	2.53	3.23
(Granada)	8575	11723	73.15	1.15	1.32
(LTDII/LTD)	10196	18977	53.73	1.36	2.13
(Mustang)	16795	25619	65.56	2.25	2.88
(T'Bird)	8662	23271	37.22	1.16	2.61
Lincoln	5908	10944	53.98	.79	1.23
(Mark/Cont Mark)	3089	5197	59.44	.41	.58
(Versailles)	200	1223	16.35	.03	.14
Mercury	27663	43313	63.87	3.70	4.86
(Zephyr)	7628	8041	94.86	1.03	.90
(Monarch/81Cougar)	2801	4289	65.31	.37	.48
(XR7/Cougar)	3767	12091	31.16	.50	1.36
(Capri)	5017	6668	75.24	.67	.75
(Bobcat/Lynx)	4054	3108	130.44	.54	.35
Linc/Merc. Div.	33571	54257	61.87	4.49	6.09
Ford Motor Co.	122298	185137	66.06	16.37	20.79
Buick	69204	59126	117.04	9.26	6.64
(Skylark)	17026	11624	146.47	2.28	1.31
(Century)	34541	25392	136.03	4.61	2.85
(Riviera)	3925	3581	109.61	.53	.40
Cadillac	18974	27620	68.70	2.54	3.10
(Eldorado)	5149	4938	104.27	.69	.55
(Seville)	3191	4006	79.66	.43	.45
Chevrolet	149486	176316	84.78	20.01	19.81
(Chevette)	33614	28841	116.55	4.50	3.24
(Monza)	14649	9781	149.77	1.96	1.10
(Camaro)	9135	15368	59.44	1.22	1.73
(Citation)	29596	29987	98.70	3.96	3.37
(Malibu)	23902	28729	83.20	3.20	3.23
(Corvette)	3241	3830	84.62	.43	.43
(Monte Carlo)	15887	23263	68.29	2.13	2.61
Oldsmobile	74419	78867	94.36	9.96	8.86
(Omega)	8156	4687	174.01	1.09	.53
(Cutlass)	43655	45911	95.09	5.84	5.16
(Toronado)	3118	3307	94.28	.42	.37
Pontiac	56273	62041	90.70	7.53	6.97
(Sunbird)	12979	6056	214.32	1.74	.68
(Phoenix)	9147	7107	128.70	1.22	.80
(Lemans)	7022	9454	74.28	.94	1.06
(Firebird)	6069	10973	55.31	.81	1.23
Gen. Mtrs. Corp.	368356	403970	91.18	49.30	45.38
Misc. Domestic	355	353	100.57	.05	.04
Other Import	182062	193869	93.91	24.37	21.77
U.S. Total	747080	890344	83.91		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS — YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END
	1980	1979		1980	1979	1979
A.M.C.	125994	126083	99.93	1.72	1.43	156926
(Concord)	55138	71165	77.48	.75	.81	83231
(Eagle)	24665	3036	812.42	.34	.03	11164
Chrysler	114316	212276	53.85	1.56	2.41	243842
(Le Baron)	52434	97745	59.76	.71	.99	100181
Dodge	259006	390279	66.36	3.54	4.44	442260
(Diplomat)	25797	40669	63.43	.35	.46	45852
(Colt)	44549	52781	84.40	.61	.60	60656
(Challenger)	10491	12558	83.54	.14	.14	14217
(Omni)	88436	106525	83.02	1.21	1.22	121640
(Aspen/Aries)	53366	104756	50.94	.73	1.19	117395
Plymouth	247500	336369	73.58	3.38	3.83	381844
(Arrow/Champ)	48791	39552	123.36	.67	.45	46352
(Sapporo)	8086	10993	73.56	.11	.13	12267
(Horizon)	109926	125541	87.56	1.50	1.43	143477
(Volare/Reliant)	69816	148321	47.07	.95	1.68	166020
(Gran Fury)	10881	3255	334.29	.15	.04	3778
Chrysler Corp.	620822	938924	66.12	8.48	10.68	1067946
Ford	930445	1314451	70.79	12.71	14.95	1552097
(Fiesta)	57961	65984	87.84	.79	.75	76919
(Pinto/Escort)	140622	159230	88.31	1.92	1.81	183546
(Fairmont)	233227	273826	85.17	3.19	3.11	333456
(Granada)	68167	120664	56.49	.93	1.37	141375
(LTDII/LTD)	123263	238451	51.69	1.68	2.71	272766
(Mustang)	193663	251926	76.87	2.65	2.87	295511
(T'Bird)	113542	171182	66.33	1.55	1.95	210249
Lincoln	60195	105329	57.15	.82	1.20	128262
(Mark/ContMark)	30199	42348	71.31	.41	.49	54597
(Versailles)	4352	11662	37.32	.06	.13	13539
Mercury	265366	427549	62.07	3.63	4.86	498326
(Zephyr)	68903	81115	84.94	.95	.92	95787
(Monarch/81Cougar)	23764	46798	50.78	.32	.53	54558
(XR7/Cougar)	48080	104676	45.93	.66	1.19	122808
(Capri)	53722	76288	70.42	.73	.87	88734
(Bobcat/Lynx)	27523	37727	72.95	.38	.43	43097
Linc/Merc. Div.	325561	532878	61.09	4.45	6.06	626588
Ford Motor Co.	1256006	1847329	67.99	17.16	21.01	2178685
Buick	582113	575800	101.10	7.95	6.55	687182
(Skylark)	142774	81972	174.17	1.95	.93	104458
(Century)	276610	254694	108.60	3.78	2.90	301885
(Riviera)	33751	41548	81.23	.46	.47	49587
Cadillac	173759	252853	68.72	2.37	2.88	307897
(Eldorado)	40745	51173	79.62	.55	.59	61000
(Seville)	28641	34361	83.35	.39	.39	44216
Chevrolet	1454980	1790355	81.27	19.89	20.36	2106404
(Chevette)	315169	310372	101.55	4.32	3.53	363644
(Monza)	125907	121362	103.74	1.72	1.38	139073
(Camaro)	101343	178522	56.77	1.38	2.03	203904
(Citation)	313435	233859	134.03	4.28	2.66	291615
(Malibu)	216705	287337	75.42	2.96	3.27	337164
(Corvette)	30405	33524	90.70	.42	.38	40164
(Monte Carlo)	133383	228458	58.38	1.82	2.60	265110
Oldsmobile	667858	791610	84.37	9.12	9.00	931836
(Omega)	71807	36910	194.55	.98	.42	46495
(Cutlass)	383524	433846	88.40	5.23	4.93	510757
(Toronado)	29730	38256	77.71	.41	.44	45354
Pontiac	511030	663810	76.98	6.98	7.55	774525
(Sunbird)	108188	75785	142.76	1.49	.86	86849
(Phoenix)	82007	60717	135.06	1.12	.69	74560
(Lemans)	64776	98357	65.86	.88	1.12	115301
(Firebird)	73568	130996	56.16	1.00	1.49	150048
Gen. Mtrs. Corp.	3389740	4074428	83.20	46.31	46.34	4807844
Misc. Domestic	3147	3968	79.31	.04	.05	4652
Other Import	1924688	1800983	106.87	26.29	20.49	2140642
U.S. Total	7320397	8791715	83.26			10356695

UNITED STATES SUMMARY

(Dimone Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	OCT	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	16656	8.98	196507	313381	62.71	9.38	10.60
Plymouth	2196	1.18	24764	16766	147.70	1.16	.57
Ford	57477	31.00	659239	952396	69.22	31.45	32.19
Chevrolet	51409	27.72	619896	926989	66.87	29.58	31.34
G.M.C.	13541	7.30	155201	239785	64.73	7.40	8.11
I.H.	8551	4.61	60271	99775	60.41	2.88	3.37
Jeep Truck	6911	3.73	68153	120445	56.58	3.25	4.07
Mack	1736	.94	18000	25044	71.87	.86	.85
Kenworth	679	.37	9662	12461	77.54	.46	.42
Peterbilt	504	.27	6019	7324	82.18	.29	.25
Freightliner	733	.40	9148	11229	81.47	.44	.38
White	584	.31	6529	10418	62.67	.31	.35
Misc.	24457	13.19	262480	221739	118.37	12.52	7.50
U.S. Total	185434		2095919	2957752	70.86		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS -- YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	86102	105995	4220	190	–	–	–	–
(Dodge 1)	57682	67146	1861	–	–	–	–	–
Plymouth *	17053	7711	–	–	–	–	–	–
Ford	208421	394118	504	–	–	16970	27396	11880
(Ford 2)	85838	129605	–	–	–	–	–	–
Chevrolet	304596	288143	1101	–	1241	11065	11123	2627
(Chevrolet 3)	138972	83935	–	–	–	–	–	–
G.M.C.	44014	76776	6	–	704	8257	11561	13883
(G.M.C. 4)	7731	21087	–	–	–	–	–	–
I.H.	–	15142	–	–	–	12739	14622	17718
Jeep Truck	41943	26210	–	–	–	–	–	–
(Jeep 5)	41943	19048	–	–	–	–	–	–
Mack	–	–	–	–	–	490	–	17510
Kenworth	–	–	–	–	–	–	–	9662
Peterbilt	–	–	–	–	–	–	–	6019
Freightliner	–	–	–	–	–	–	–	9148
White	–	–	–	–	–	–	–	6529
Misc.	255987	122	12	9	21	2570	1858	1901
Total	958116	914217	5843	199	1966	52141	66560	96677
1979 Total	1077760	1530783	38499	4881	2346	122430	40221	140832
1980 VS '79	88.90	59.72	15.18	4.08	83.80	42.59	165.49	68.79

UNITED STATES SUMMARY

(Memo Total) -- To be included in GVW 1, 2 & 3

* Plymouth Includes Trail Duster & Arrow

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans
4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF KENTUCKY ARE TEMPORARILY DELAYED.
REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	480215	22.93	1	392955	19.82	1
DATSUN	436056	20.82	2	367051	18.51	2
HONDA	292138	13.95	3	284671	14.36	3
VOLKSWAGEN	215889	10.31	4	246671	12.44	4
MAZDA	128556	6.14	5	118461	5.97	5
SUBARU	104110	4.97	6	82353	4.15	6
FIESTA*	57961	2.77	7	65984	3.33	7
ARROW/CHAMP*	48791	2.33	8	39552	1.99	12
VOLVO	45046	2.15	9	46198	2.33	10
COLT/HATCHBACK*	44549	2.13	10	52781	2.66	8
TOTAL IMPORT CARS	2094566			1982851		
FIAT	32571	1.56	13	51359	2.59	9
NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	117656	26.08	1	108330	26.83	1
DATSUN	93748	20.78	2	82570	20.45	2
CHEVROLET L.U.V.*	72319	16.03	3	81761	20.25	3
FORD COURIER*	64204	14.23	4	63793	15.80	4
DODGE D50*	37611	8.34	5	26195	6.49	5
PLYMOUTH ARROW*	15966	3.54	6	12087	2.99	6
TOTAL IMPORT TRUCK	451188			403803		

* DOMESTIC SPONSORED IMPORTS

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11360995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

©R. L. Polk & Co.

R. 1/80

OCTOBER 1980 ISSUED 12/80

Supplementing
Polk's Statistics:

CAN YOU AFFORD TO IGNORE ...

...the Top 60 Standard Metropolitan Areas which account for well over 50% of all U. S. passenger car sales? These important markets deserve the thorough analysis which Polk Registration Reports by Census Tracts can insure.

New passenger car and truck registrations by make, series, price class and gross vehicle weight groups can also be identified by name and type of buyer, whether a business or an individual. Registrations can be compiled not only by census tract but by postal zone or other geographic areas. All data are current, too, within three months of actual sales.

Consumer buying power and population shifts, as reflected in new passenger car registrations, can materially assist your Sales and Marketing Staff in evaluating retail sites... establishing dealer and salesmen objectives... planning distribution... and meeting many other marketing problems.

Since each Registration Report is prepared to your specifications, you resolve your marketing problems quickly and reduce your research costs.

R. L. POLK & CO.

DETROIT, MICH.

11/26/81 C7715-3

NOVEMBER
1980

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	NOVEMBER		% '80 VS '79	% IND	
	1980	1979		1980	1979
AMC	12782	14832	86.18	1.75	2.03
(Concord)	5677	6016	94.37	.78	.82
(Eagle)	3670	3573	102.71	.50	.49
Chrysler	11950	15660	76.37	1.64	2.15
(Le Baron)	5666	6036	94.17	.78	.83
Dodge	24357	23717	102.70	3.34	3.25
(Diplomat)	2560	2454	104.32	.35	.34
(Colt)	2786	3392	82.13	.38	.47
(Challenger)	726	702	103.42	.10	.10
(Omni)	7175	7031	102.05	.98	.95
(Aspen/Aries)	8138	5727	142.10	1.12	.79
Plymouth	23854	20852	114.40	3.27	2.86
(Arrow/Champ)	3174	2752	115.33	.43	.38
(Sapporo)	565	543	104.05	.08	.07
(Horizon)	8934	8421	106.09	1.22	1.16
(Volare/Reliant)	10822	8364	129.39	1.49	1.15
(Gran Fury)	359	156	230.13	.05	.02
Chrysler Corp.	60171	60229	99.90	8.25	8.26
Ford	94423	106132	88.97	12.94	14.55
(Fiesta)	5208	5078	102.56	.71	.70
(Pinto/Escort)	23251	10755	216.19	3.19	1.47
(Fairmont)	23664	23506	100.67	3.24	3.21
(Granada)	8305	10181	81.57	1.14	1.40
(LTDII/LTD)	10660	14279	74.66	1.46	1.96
(Mustang)	15388	20778	74.06	2.11	2.85
(T'Bird)	7947	19393	40.98	1.09	2.66
Lincoln	6068	10869	55.83	.83	1.49
(Mark/ContMark)	3255	5635	57.76	.44	.77
(Versailles)	130	1009	12.88	.02	.14
Mercury	29586	32785	90.24	4.06	4.50
(Zephyr)	7591	6648	114.18	1.05	.91
(Monarch/81Cougar)	3421	3470	98.59	.47	.48
(XR7/Cougar)	3547	8752	40.53	.49	1.20
(Capri)	4677	5597	83.56	.64	.77
(Bobcat/Lynx)	5722	2524	226.70	.78	.35
Linc/Merc. Div.	35654	43654	81.67	4.89	5.99
Ford Motor Co.	130077	149786	86.84	17.83	20.54
Buick	65876	51317	128.37	9.03	7.04
(Skylark)	15954	10040	158.90	2.19	1.38
(Century)	32652	21558	151.46	4.48	2.96
(Riviera)	4185	3653	114.56	.57	.50
Cadillac	19735	25845	76.36	2.70	3.54
(Eldorado)	5461	4718	115.75	.74	.64
(Seville)	3566	4508	79.10	.49	.62
Chevrolet	141369	151197	93.50	19.37	20.74
(Chevette)	29218	24862	117.52	4.01	3.41
(Monza)	13293	8537	155.71	1.82	1.17
(Camaro)	8351	12662	65.95	1.14	1.74
(Citation)	28585	26260	108.85	3.92	3.60
(Malibu)	24889	24291	98.35	3.27	3.33
(Corvette)	3055	3284	93.03	.42	.45
(Monte Carlo)	15415	18415	83.71	2.11	2.53
Oldsmobile	71511	66103	108.18	9.80	9.07
(Omega)	7366	4248	173.40	1.01	.58
(Cutlass)	41003	37173	110.30	5.62	5.11
(Toronado)	3221	3284	98.08	.44	.45
Pontiac	53490	52675	101.55	7.33	7.22
(Sunbird)	11465	5209	220.10	1.56	.71
(Phoenix)	9190	6258	146.85	1.26	.86
(Lemans)	7050	8195	86.03	.97	1.12
(Firebird)	5591	9195	60.80	.77	1.26
Gen. Mtrs. Corp.	351981	347137	101.40	48.23	47.61
Misc. Domestic	298	274	108.76	.04	.04
Other Import	174410	156902	111.16	23.90	21.52
U.S. Total	729719	729160	100.08		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END
	1980	1979		1980	1979	1979
A.M.C.	138776	140915	98.48	1.72	1.48	156926
(Concord)	60815	77181	78.80	.75	.81	83231
(Eagle)	28335	6609	428.73	.35	.07	11164
Chrysler	126276	227936	55.40	1.57	2.39	243842
(Le Baron)	58090	93751	61.96	.72	.98	100181
Dodge	283363	413996	68.45	3.52	4.35	442260
(Diplomat)	28357	43123	65.76	.35	.45	45852
(Colt)	47335	56173	84.27	.59	.59	60656
(Challenger)	11217	13260	84.59	.14	.14	14217
(Omni)	95611	113556	84.20	1.19	1.20	121640
(Aspen/Aries)	61504	110483	55.67	.76	1.16	117395
Plymouth	271354	357221	75.96	3.37	3.75	381844
(Arrow/Champ)	51965	42304	122.84	.65	.44	46352
(Sapporo)	8651	11536	74.99	.11	.12	12267
(Horizon)	118860	133962	88.73	1.47	1.41	143477
(Volare/Reliant)	80638	156685	51.47	1.00	1.64	166020
(Gran Fury)	11240	3411	329.52	.14	.04	3778
Chrysler Corp.	680993	999153	68.16	8.46	10.49	1067946
Ford	1024868	1420583	72.14	12.73	14.92	1552097
(Fiesta)	63169	71062	88.89	.78	.75	76919
(Pinto/Escort)	163873	169985	96.40	2.04	1.79	183546
(Fairmont)	256891	297332	86.40	3.19	3.13	333496
(Granada)	76472	130845	58.44	.95	1.37	141375
(LTDII/LTD)	133923	252730	52.99	1.66	2.65	272766
(Mustang)	209051	272704	76.66	2.60	2.86	295511
(T'Bird)	121489	190575	63.75	1.51	2.00	210249
Lincoln	66263	116198	57.03	.82	1.22	128262
(Mark/Cont Mark)	33454	47983	69.72	.41	.51	54597
(Versailles)	4482	12671	35.37	.06	.13	13539
Mercury	294952	460334	64.07	3.67	4.84	498326
(Zephyr)	76494	87763	87.16	.95	.92	95787
(Monarch/81Cougar)	27185	50268	54.08	.34	.53	54558
(XR7/Cougar)	51627	113428	45.52	.64	1.20	122808
(Capri)	58399	81885	71.32	.73	.86	88734
(Bobcat/Lynx)	33245	40251	82.59	.41	.42	43097
Linc/Merc. Div	361215	576532	62.65	4.49	6.06	626588
Ford Motor Co	1386083	1997115	69.40	17.22	20.98	2178685
Buick	647989	627117	103.33	8.05	6.59	687182
(Skylark)	158728	92012	172.51	1.97	.97	104458
(Century)	309262	276252	111.95	3.85	2.91	301885
(Riviera)	37936	45201	83.93	.47	.47	49587
Cadillac	193494	278698	69.43	2.40	2.93	307897
(Eldorado)	46206	55891	82.67	.57	.59	61000
(Seville)	32207	38869	82.86	.40	.41	44216
Chevrolet	1596349	1941552	82.22	19.84	20.39	2106404
(Chevette)	344387	335234	102.73	4.28	3.53	363644
(Monza)	139200	129899	107.16	1.73	1.36	139073
(Camaro)	109694	191184	57.38	1.36	2.01	203904
(Citation)	342020	260119	131.49	4.25	2.73	291615
(Malibu)	240594	311628	77.21	2.99	3.27	337164
(Corvette)	33460	36808	90.90	.42	.39	40164
(Monte Carlo)	148798	246873	60.27	1.85	2.59	265110
Oldsmobile	739369	857713	86.20	9.18	9.01	931836
(Omega)	79173	41158	192.36	.98	.43	46495
(Cutlass)	424527	471019	90.13	5.27	4.95	510757
(Toronado)	32951	41540	79.32	.41	.44	45354
Pontiac	564520	716485	78.79	7.01	7.53	774525
(Sunbird)	119653	80994	147.73	1.49	.85	86849
(Phoenix)	91197	66975	136.17	1.13	.70	74560
(Lemans)	71826	106552	67.41	.89	1.12	115301
(Firebird)	79159	140191	56.47	.98	1.48	150048
Gen. Mtrs. Corp.	3741721	4421565	84.62	46.48	46.45	4807844
Misc. Domestic	3445	4242	81.21	.04	.04	4652
Other Import	2099098	1957692	107.22	26.08	20.56	2140642
U.S. Total	8050116	9520682	84.55			10356695

UNITED STATES SUMMARY

(Buick Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	NOV	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	14637	7.71	211144	332711	63.46	9.24	10.38
Plymouth	1833	.97	26597	18121	146.77	1.16	.57
Ford	63184	33.29	722473	1034341	69.85	31.61	32.25
Chevrolet	59300	31.25	679196	1002862	67.73	29.71	31.28
G.M.C.	12806	6.75	168007	261671	64.21	7.35	8.16
I.H.	7193	3.79	67464	108417	62.23	2.95	3.38
Jeep Truck	6729	3.55	74882	132726	56.42	3.28	4.14
Mack	1580	.83	19580	26935	72.69	.86	.84
Kenworth	706	.37	10368	13567	76.42	.45	.42
Peterbilt	437	.23	6456	7966	81.04	.28	.25
Freightliner	683	.36	9831	12137	81.00	.43	.38
White	540	.28	7069	11390	62.06	.31	.36
Misc.	20157	10.62	282637	243422	116.11	12.37	7.59
U.S. Total	189785		2285704	3206266	71.29		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS -- YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	93922	112687	4344	191	–	–	–	–
(Dodge 1)	62746	70937	1964	–	–	–	–	–
Plymouth *	18402	8195	–	–	–	–	–	–
Ford	228703	431151	509	–	–	18944	30265	12901
(Ford 2)	93061	140859	–	–	–	–	–	–
Chevrolet	336598	313335	1501	–	1303	11724	11957	2778
(Chevrolet 3)	153726	90814	–	–	–	–	–	–
G.M.C.	48398	82544	6	–	805	8954	12512	14788
(G.M.C. 4)	8446	22483	–	–	–	–	–	–
I.H.	–	16670	–	–	–	14473	16594	19727
Jeep Truck	45812	29070	–	–	–	–	–	–
(Jeep 5)	45812	21010	–	–	–	–	–	–
Mack	–	–	–	–	–	589	–	18991
Kenworth	–	–	–	–	–	–	–	10368
Peterbilt	–	–	–	–	–	–	–	6456
Freightliner	–	–	–	–	–	–	–	9831
White	–	–	–	–	–	–	–	7069
Misc.	275391	183	13	10	23	2849	2061	2107
Total	1047226	993835	6373	201	2131	57533	73389	105016
1979 Total	1171683	1165901	38875	4930	26061	132423	134571	152391
1980 VS '79	89.38	59.87	16.39	4.08	81.77	43.45	168.88	68.91

UNITED STATES SUMMARY

(Memo Total) -- To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Rendchiro, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster & Arrow

4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	518865	22.74	1	425808	19.79	1
DATSUN	472003	20.69	2	403961	18.77	2
HONDA	320924	14.07	3	308406	14.33	3
VOLKSWAGEN	236192	10.35	4	266692	12.39	4
MAZDA	143737	6.30	5	131673	6.12	5
SUBARU	115105	5.05	6	88761	4.12	6
FIESTA*	63169	2.77	7	71062	3.30	7
ARROW*/CHAMP*	51965	2.28	8	42304	1.97	12
VOLVO	49999	2.19	9	49583	2.30	10
COLT/HATCHBACK*	47335	2.07	10	56173	2.61	8
TOTAL IMPORT CARS	2281435			2152027		
FIAT	34843	1.53	13	54382	2.53	9

NEW IMPORTED TRUCKS
LEADING MAKES

TOYOTA	125359	25.60	1	118558	26.90	1
DATSUN	101322	20.69	2	91013	20.65	2
CHEVROLET L.U.V.*	80996	16.54	3	88883	20.17	3
FORD COURIER*	69489	14.19	4	69037	15.66	4
DODGE D50*	40955	8.36	5	28312	6.42	5
PLYMOUTH ARROW*	17167	3.51	6	13023	2.95	6
TOTAL IMPORT TRUCK	489736			440734		

* DOMESTIC SPONSORED IMPORTS

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830628	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10828234	3509328
*1978	10948104	3963340
*1979	10356695	3472209

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

©R. L. Polk & Co.

NOVEMBER 1980 ISSUED 01/81

R. 1/80

5

Supplementing
Polk's Statistics:

POLK OFFERS SELECTIVITY TO TRUCK ADVERTISERS

Virtually the same selectivity available to passenger car advertisers is offered the truck advertiser using Polk Automotive Owner Lists for direct mail advertising.

The truck advertiser can reach, by name and address, owners of specific makes and year models of trucks. Moreover, he can reach owners of trucks of specific GVW . . . or fleet owners by size of fleets or by GVW of trucks owned.

Also, the advertiser can confine coverage to metropolitan areas or extend it to smaller cities and rural areas.

Thus, he can contact and influence, with a minimum of waste circulation and a proved maximum of reader attention, his most productive new truck markets.

R. L. POLK & CO.

DETROIT, MICH.

3/17/81 C 7715-3

DECEMBER
1980

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

/

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	DECEMBER		% '80 VS '79	% IND	
	1980	1979		1980	1979
AMC	12102	16011	75.59	1.70	1.92
(Concord)	4698	6050	77.65	.65	.73
(Eagle)	4450	4555	97.69	.63	.54
Chrysler	12109	15906	76.13	1.70	1.90
(LeBaron)	5616	6430	87.34	.79	.77
Dodge	29065	28264	102.83	4.09	3.38
(Diplomat)	2804	2729	102.75	.39	.33
(Colt)	2537	4483	56.59	.36	.54
(Challenger)	783	957	81.82	.11	.11
(Omni)	7814	8084	96.66	1.10	.96
(Aspen-Aries)	12487	6912	180.66	1.76	.83
Plymouth	29226	24623	118.69	4.11	2.95
(Arrow/Champ)	2776	4048	68.58	.39	.48
(Sapporo)	666	731	91.11	.09	.09
(Horizon)	9365	9515	98.42	1.32	1.15
(Volare/Reliant)	16034	9335	171.76	2.26	1.12
(Gran Fury)	385	367	104.90	.05	.04
Chrysler Corp	70400	68793	102.34	9.90	8.23
Ford	89948	131514	68.39	12.65	15.73
(Fiesta)	4760	5857	81.27	.67	.70
(Pinto/Escort)	25746	13561	189.85	3.62	1.62
(Fairmont)	20530	36124	56.83	2.89	4.32
(Granada)	8113	10530	77.05	1.14	1.26
(LTDII/LTDI	9887	20036	49.35	1.39	2.40
(Mustang)	13498	22807	59.18	1.90	2.73
(T Bird)	7414	19674	37.68	1.04	2.35
Lincoln	6477	12064	53.69	.91	1.44
(Mark/Cont Mark)	3447	6614	52.12	.49	.79
(Versailles)	90	868	10.37	.01	.10
Mercury	31409	37992	82.67	4.42	4.55
(Zephyr)	7803	8024	97.25	1.10	.96
(Monarch/XR1/Cougar)	3254	4290	75.85	.46	.51
(XR7/Cougar)	3347	9380	35.68	.47	1.13
(Capri)	4575	6849	66.80	.64	.82
(Bobcat/Lynx)	7942	2846	279.06	1.12	.34
Linc/Merc Div	37886	50056	75.69	5.33	5.99
Ford Motor Co	127834	181570	70.40	17.98	21.72
Buick	59555	60065	99.15	8.38	7.18
(Skylark)	15422	12446	123.91	2.17	1.49
(Century)	27921	25633	108.93	3.92	3.06
(Riviera)	4162	4386	94.89	.59	.52
Cadillac	19063	29199	65.29	2.68	3.49
(Eldorado)	4859	5109	95.11	.68	.61
(Seville)	3140	5347	58.72	.44	.64
Chevrolet	129525	164852	78.57	18.24	19.72
(Chevette)	24793	28410	87.27	3.49	3.40
(Monza)	9667	9174	105.37	1.36	1.10
(Camaro)	7470	12720	58.73	1.05	1.52
(Citation)	28585	31496	90.76	4.04	3.77
(Malibu)	22011	25536	86.20	3.10	3.05
(Corvette)	2948	3356	87.84	.41	.40
(Monte Carlo)	14299	18237	78.41	2.01	2.18
Oldsmobile	67631	74123	91.24	9.51	8.87
(Omega)	7331	5337	137.36	1.03	.64
(Cutlass)	36702	39738	92.36	5.16	4.75
(Toronado)	3295	3814	86.39	.46	.46
Pontiac	48874	58040	83.17	6.79	6.94
(Sunbird)	9659	5855	164.97	1.36	.70
(Phoenix)	8345	7585	110.02	1.17	.91
(Lemans)	6596	8749	75.39	.93	1.05
(Firebird)	4673	9857	47.41	.66	1.17
Gen Mtrs Corp	324048	386279	83.89	45.60	46.20
Misc Domestic	214	410	52.20	.03	.05
Other Import	176223	182950	96.32	24.79	21.88
U.S. Total	710821	836013	85.03		

2

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END 1979
	1980	1979		1980	1979	
AMC	150878	156926	96.15	1.72	1.52	156926
(Concord)	65513	83231	78.71	.75	.81	83231
(Eagle)	32785	11164	293.67	.37	.11	11164
Chrysler	138385	243842	56.75	1.58	2.35	243842
(Le Baron)	63706	100181	63.59	.73	.96	100181
Dodge	312428	442260	70.64	3.57	4.27	442260
(Diplomat)	31101	45852	67.96	.36	.44	45852
(Colt)	49872	60656	82.22	.57	.59	60656
(Challenger)	12000	14217	84.41	.14	.14	14217
(Omni)	103425	121640	85.03	1.18	1.17	121640
(Aspen/Aries)	73991	117395	63.03	.84	1.13	117395
Plymouth	300580	381844	78.72	3.43	3.69	381844
(Arrow/Champ)	54741	46352	118.10	.62	.45	46352
(Sapporo)	9317	12267	75.95	.11	.12	12267
(Horizon)	128225	143477	89.37	1.47	1.39	143477
(Volare/Reliant)	96672	166020	58.23	1.10	1.59	166020
(Gran Fury)	11625	3778	307.70	.13	.04	3778
Chrysler Corp	751393	1067946	70.36	8.58	10.31	1067946
Ford	1114816	1552097	71.83	12.72	14.99	1552097
(Fiesta)	67925	76919	88.31	.78	.74	76919
(Pinto/Escort)	189619	183546	103.31	2.16	1.77	183546
(Fairmont)	277421	333456	83.20	3.16	3.23	333456
(Granada)	84585	141375	59.83	.97	1.37	141375
(LTDII/LTD)	143810	272766	52.72	1.64	2.63	272766
(Mustang)	222549	295511	75.31	2.54	2.85	295511
(T'Bird)	128903	210249	61.31	1.47	2.03	210249
Lincoln	72740	128262	56.71	.83	1.24	128262
(Mark/Cont Mark)	36901	54597	67.59	.42	.53	54597
(Versailles)	4572	13539	33.77	.05	.13	13539
Mercury	326361	498326	65.49	3.73	4.81	498326
(Zephyr)	84297	95787	88.00	.96	.92	95787
(Monar./LN81Cougar)	30439	54558	55.79	.35	.53	54558
(XR7/Cougar)	54974	122808	44.76	.63	1.18	122808
(Capri)	62974	88734	70.97	.72	.86	88734
(Bobcat/Lynx)	41187	43097	95.57	.47	.42	43097
Linc/Merc Div	399101	626588	63.69	4.56	6.05	626588
Ford Motor Co	1513917	2178685	69.49	17.28	21.04	2178685
Buick	707544	687182	102.96	8.08	6.64	687182
(Skylark)	174150	104458	166.72	1.99	1.01	104458
(Century)	337183	301885	111.69	3.85	2.92	301885
(Riviera)	42098	49587	84.90	.48	.48	49587
Cadillac	212557	307897	69.04	2.43	2.97	307897
(Eldorado)	51065	61000	83.71	.59	.58	61000
(Seville)	35347	44216	79.94	.40	.43	44216
Chevrolet	1725874	2106404	81.93	19.70	20.33	2106404
(Chevette)	369180	363644	101.52	4.21	3.49	363644
(Monza)	148867	139073	107.04	1.70	1.34	139073
(Camaro)	117164	203904	57.46	1.34	1.97	203904
(Citation)	370605	291615	127.09	4.23	2.82	291615
(Malibu)	262605	337164	77.89	3.00	3.26	337164
(Corvette)	36408	40164	90.65	.42	.39	40164
(Monte Carlo)	163097	265110	61.52	1.86	2.56	265110
Oldsmobile	807000	931836	86.60	9.21	9.00	931836
(Omega)	86504	46495	186.05	.99	.45	46495
(Cutlass)	461229	510757	90.30	5.26	4.93	510757
(Toronado)	36246	45354	79.92	.41	.44	45354
Pontiac	612794	774525	79.12	6.99	7.48	774525
(Sunbird)	129312	86849	148.89	1.46	.84	86849
(Phoenix)	99542	74560	133.51	1.14	.72	74560
(Lemans)	78422	115301	68.02	.90	1.11	115301
(Firebird)	83832	150048	55.87	.96	1.45	150048
Gen Mtrs Corp	4065769	4807844	84.57	46.41	46.42	4807844
Misc Domestic	3659	4652	78.65	.04	.04	4652
Other Import	2275321	2140642	106.29	25.97	20.67	2140642
U.S. Total	8760937	10356695	84.59			10356695

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	DEC 1980	% IND	YEAR TO DATE* 1980	YEAR TO DATE* 1979	% '80 VS '79	% IND 1980	% IND 1979
Dodge	17356	9.08	228500	352292	64.86	9.23	10.15
Plymouth	1732	.91	28329	19678	143.96	1.14	.57
Ford	61659	32.29	784132	1123605	69.79	31.65	32.37
Chevrolet	58592	30.66	737788	1085855	67.95	29.79	31.27
G.M.C.	13245	6.93	181252	283329	63.97	7.32	8.16
I.H.	7020	3.67	74484	116739	63.80	3.01	3.36
Jeep Truck	7041	3.68	81923	145583	56.27	3.31	4.19
Mack	2163	1.13	21743	29265	74.30	.88	.84
Kenworth	795	.42	11163	14902	74.91	.45	.43
Peterbilt	552	.29	7008	8696	80.59	.28	.25
Freightliner	634	.33	10465	13636	76.75	.42	.39
White	595	.31	7664	12512	61.25	.31	.36
Misc	19689	10.30	302326	266117	113.61	12.21	7.66
U.S. Total	191073		2476777	3472209	71.33		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	101513	121176	5618	193	–	–	–	–
(Dodge 1)	67817	76567	3173	–	–	–	–	–
Plymouth *	19619	8710	–	–	–	–	–	–
Ford	247118	470054	517	–	–	20244	32514	13685
(Ford 2)	99625	153254	–	–	–	–	–	–
Chevrolet	365766	339139	1922	–	1378	13567	13041	2975
(Chevrolet 3)	164720	97545	–	–	–	–	–	–
G.M.C.	53017	88721	6	–	886	9564	13393	15665
(G.M.C. 4)	9136	23845	–	–	–	–	–	–
I.H.	–	17724	–	–	–	16580	4894	21686
Jeep Truck	49710	32213	–	–	–	–	–	–
(Jeep 5)	49710	23358	–	–	–	–	–	–
Mack	–	–	–	–	–	688	–	21055
Kenworth	–	–	–	–	–	–	–	11163
Peterbilt	–	–	–	–	–	–	–	7008
Freightliner	–	–	–	–	–	–	–	10465
White	–	–	–	–	–	–	–	7664
Misc	294199	330	13	10	25	3147	2277	2325
Total	1130942	1078067	8076	203	2289	63790	79719	113691
1979 Total	1275531	1792546	39338	4942	28611	43724	47358	165909
1980 VS 79	88.66	60.14	20.53	4.11	80.01	44.38	168.33	68.53

UNITED STATES SUMMARY

(Memo Total) – To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans
* Plymouth Includes Trail Duster & Arrow
4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	560190	22.68	1	467255	19.87	1
DATSUN	506975	20.50	2	444531	18.9.	2
HONDA	351342	14.23	3	338726	14.41	3
VOLKSWAGEN	255232	10.34	4	287527	12.23	4
MAZDA	159788	6.47	5	147489	6.27	5
SUBARU	125887	5.10	6	98200	4.18	6
FIESTA*	67929	2.75	7	76919	3.27	7
ARROW/CHAMP*	54741	2.22	8	46352	1.97	12
VOLVO	54484	2.21	9	53847	2.29	10
MERCEDES BENZ	51538	2.09	10	49992	2.13	11
TOTAL IMPORT CARS	2469180			2351053		
COLT/HATCHBACK*	49872	2.02	11	60656	2.58	8
FIAT	36623	1.48	13	57627	2.45	9
NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	132969	25.41	1	129949	26.96	1
DATSUN	108384	20.71	2	99427	20.62	2
CHEVROLET L.U.V.*	86227	16.47	3	97233	20.17	3
FORD COURIER*	74196	14.18	4	75822	15.73	4
DODGE D50*	44136	8.43	5	30861	6.40	5
PLYMOUTH ARROW*	18199	3.48	6	14179	2.94	6
TOTAL IMPORT TRUCK	523386			482089		

* DOMESTIC SPONSORED IMPORTS
UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

©R. L. Polk & Co.

R. 1/80

DECEMBER 1980 ISSUED 02/81

1 C7715-3

NATIONAL VEHICLE REGISTRATION SERVICE

TRUCKS IN OPERATION AS OF JULY 1, 1980

THE STATISTICS FOR THE STATES OF COLORADO, GEORGIA AND OKLAHOMA ARE ESTIMATES.

STATE U.S. SUMMARY

COUNTY

MAKE	ALL YR TOTALS	80	79	78	77	76	75	74	73	72	71	70	69	68	67	66	65	PRIOR TO 65	YR NOT GIVEN
CHEVROLET	11787580	427494	1194880	1190509	1092382	958114	698793	655670	624152	670492	454308	468033	524613	407247	327228	329841	273388	1983824	32451
DIAMOND REO	34120	46				157	1680	2984	3033	2705	2474	2503	2031	1389	1438	1452	1155	13578	463
DIVCO	4667	27	40	45	32	48	62	50	17	228	188	141	124	79	443	550	358	2203	6
DODGE	3141306	89700	348902	305956	456545	250077	254924	281335	272494	183105	117484	77551	88136	83821	62042	59225	47566	164278	792
FORD	11577501	424933	1298114	1246806	986501	903270	603799	855280	814869	765170	543105	521759	523625	347061	325247	274136	224453	1893961	134199
FREIGHTLINER	85645	6645	11768	9355	7602	5285	5525	8460	8320	5427	3500	2748	3148	2452	1683	958	611	2363	5
GMC	2538522	92397	298955	291208	258158	214538	142672	174481	182066	136399	97591	95870	99930	78668	54956	56815	48261	213765	1473
INTERNATIONAL	1740220	22506	100306	96651	98573	74407	101139	129268	163079	129356	108729	95870	76554	71505	76143	61811	54241	271165	2247
JEEP	1094934	52691	158144	124825	98233	77443	46732	68111	54348	36840	26681	31018	31449	24168	26711	21516	18730	146633	661
KENWORTH	109260	7643	13913	13296	11709	6296	5402	9835	9545	6783	4544	3628	3781	2162	1551	1858	1299	5084	83
MACK	231652	13418	25375	25271	19162	11018	11827	18756	17646	14045	10019	10355	9344	7259	6257	5772	3880	21034	504
PETERBILT	75423	5263	8628	8842	8503	4653	5205	7503	5191	4286	2816	2438	2663	2035	1216	1281	1159	3867	74
PLYMOUTH	121430	14129	29527	14542	21873	12741	14988	13617											13
WHITE	145492	4131	10315	11861	10705	6237	7788	12270	12113	8834	7790	8076	8706	6981	5319	5550	3798	14750	270
MISC	2579785	200982	275618	323254	262114	225294	138982	201845	237656	198648	161222	108823	77706	45849	28232	21895	9380	58273	2012
TOTALS	35267535	1362009	3764485	3662421	3332092	2749583	2045785	2641470	2609487	2163325	1540478	1428831	1451860	1081826	918715	855882	688480	2980752	22955

787 MLS-3 GM COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RESALE, REPUBLISHING OR SHARING PROHIBITED

POLK STATISTICS

NATIONAL VEHICLE REGISTRATION SERVICE

PASSENGER CARS IN OPERATION AS OF JULY 1, 1980

THE STATISTICS FOR THE STATES OF COLORADO, GEORGIA AND OKLAHOMA ARE ESTIMATED.

STATE U. S. SUMMARY

COUNTY

MAKE	JULY 1 TOTALS	80	79	78	77	76	75	74	73	72	71	70	69	68	67	66	65	PRIOR TO 65	YR NOT GIVEN
AMERICAN MOTORS	2653040	115346	137674	147704	168145	259337	213165	380206	275683	198663	143625	124355	110266	86660	47430	53366	52795	136363	345
BUICK	7035796	517344	654392	716882	758715	641382	417244	386272	634027	495411	350710	380018	326386	231526	146164	108728	75578	194956	61
CADILLAC	2965915	145758	346541	316597	319661	282535	211582	196713	258935	197617	124372	146241	111145	88008	59192	44993	32903	97343	135
CHEVROLET	12526274	1291496	2085084	2141671	2061337	1819713	1473431	1865926	1904476	1629217	1196192	1102327	929946	746809	519147	463378	343823	942015	315
CHRYSLER	2318067	70967	272738	289960	313402	225295	188122	80857	162059	132647	102432	85682	100223	83224	53342	55105	36193	67741	73
DODGE	5183891	188390	396271	455582	463901	386284	329045	472649	499968	426771	325364	266391	233961	201763	139417	137298	101715	158475	146
FORD	18621864	687752	1663451	1806121	1566577	1552526	1249075	1678542	1698571	1446404	1099902	962083	622365	560355	460240	463629	382265	721159	847
IMPERIAL	85968						6268	10634	11785	9992	6891	5892	8699	5970	5398	3420	2869	8328	2
LINCOLN	1130783	48130	165961	149865	165279	105198	82358	73632	98040	69605	38489	30048	32693	14142	12986	13368	7205	23721	70
MERCURY	4250489	182651	572657	543162	435521	384711	304057	295805	351535	282184	194804	140434	142661	112981	79427	50540	46321	130687	349
OLDSMOBILE	8155380	579296	992300	907502	891437	758907	511530	483257	713014	549861	364249	354754	275891	200698	141046	107532	83195	140830	81
PLYMOUTH	5865155	189914	348402	417133	466476	442689	355721	585419	646971	515239	411878	342663	276688	243386	164665	152515	112041	193229	126
PONTIAC	7335591	621258	824443	794876	783751	621919	413528	453952	692803	496233	361300	353675	320147	241529	180886	128052	87502	149686	71
STUDEBAKER	37361															1154	1447	34521	239
MISC.	16398177	1429384	1942536	1796169	1436628	1419967	927336	1535203	1222999	1093692	1022243	644147	557791	365041	270385	180979	131792	412444	9461
TOTALS	104563781	5867936	10402460	10483209	9930835	8900411	6736754	8848867	9155866	7543536	5653051	4938710	4048912	3172092	2279725	1969057	1515545	3513974	2371

PLS-P LA COMPILED FROM OFFICIAL STATE RECORDS BY R.L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RESALE, REPUBLISHING OR SHARING PROHIBITED.

JANUARY
1981

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	JANUARY		% '81 VS '80	% IND	
	1981	1980		1981	1980
AMC	11484	14234	80.68	1.80	1.89
(Concord)	4745	6498	73.02	.74	.86
(Eagle)	3814	3303	115.47	.60	.44
Chrysler	10460	12561	83.27	1.64	1.67
(LeBaron)	5016	5102	98.28	.78	.68
Dodge	27389	26767	102.32	4.30	3.56
(Diplomat)	2490	2282	131.03	.47	.30
(Colt)	2649	5576	47.51	.42	.74
(Challenger)	829	962	86.17	.13	.13
(Omni)	7403	8738	84.30	1.23	1.17
(Aries)	9316	–	–	1.45	–
Plymouth	27020	24651	109.61	4.25	3.27
(Arrow/Champ)	2731	5626	48.54	.43	.75
(Sapporo)	775	636	121.86	.12	.08
(Horizon)	9543	10907	87.49	1.50	1.45
(Reliant)	11624	–	–	1.83	–
(Gran Fury)	456	400	114.00	.07	.05
Chrysler Corp	64869	63979	101.39	10.19	8.50
Ford	80665	98746	81.69	12.67	13.11
(Fiesta)	–	6321	–	–	.84
(Escort)	23238	–	–	3.65	–
(Fairmont)	18127	23929	75.75	2.85	3.18
(Granada)	7724	7513	102.81	1.21	1.00
(LTD)	8363	14629	57.17	1.31	1.94
(Mustang)	13095	19450	67.33	2.06	2.58
(T Bird)	6753	13793	48.96	1.06	1.83
Lincoln	4564	9402	48.54	.72	1.25
(Mark VI)	2454	5786	42.41	.39	.77
Mercury	26500	31057	85.33	4.16	4.12
(Zephyr)	5757	7137	80.66	.90	.94
(Cougar)	2656	6751	39.34	.42	.90
(Capri)	3720	5540	67.15	.58	.74
(Lynx)	6816	–	–	1.07	–
Lincl/Merc Div	31064	40459	76.78	4.88	5.37
Ford Motor Co	111729	139205	80.26	17.55	18.48
Buick	51607	56382	91.53	8.11	7.49
(Skylark)	13786	13673	100.83	2.17	1.82
(Century)	24505	24398	100.44	3.85	3.24
(Riviera)	3250	3837	84.70	.51	.51
Cadillac	16641	23988	69.66	2.61	3.17
(Eldorado)	4235	4510	93.90	.66	.59
(Seville)	2487	4350	57.17	.39	.58
Chevrolet	112511	153254	73.08	17.69	20.44
(Chevette)	27098	31752	85.34	4.27	4.22
(Monza)	6579	10481	62.77	1.03	1.39
(Camaro)	6185	10904	56.72	.97	1.45
(Citation)	24412	30714	79.48	3.84	4.08
(Malibu)	17453	21358	81.72	2.74	2.84
(Corvette)	2347	2819	83.29	.37	.37
(Monte Carlo)	12107	15171	79.80	1.90	2.01
Oldsmobile	58993	64265	91.80	9.27	8.53
(Omega)	6464	6365	101.54	1.02	.85
(Cutlass)	33412	34825	95.94	5.24	4.62
(Toronado)	2717	3406	79.77	.43	.45
Pontiac	41203	52692	78.20	6.47	7.00
(Sunbird)	8098	7525	107.61	1.27	1.00
(Phoenix)	6773	7457	90.83	1.06	.99
(Lemans)	6041	7328	82.44	.95	.97
(Firebird)	4070	8397	48.47	.64	1.12
Gen. Mtrs. Corp.	280955	351181	80.00	44.15	46.63
Misc. Domestic	193	326	59.20	.03	.04
Other Import	167254	184181	90.81	26.28	24.46
U.S. Total	636488	755106	84.52		

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% 81 VS 80	% IND		YEAR END 1980
	1981	1980		1981	1980	
AMC	114484	142134	80.58	1.83	1.94	150478
(Concord)	4745	6444	73.63	.74	.95	6736
(Eagle)	1414	1233	114.67	.22	.16	1785
Chrysler	104601	139541	74.97	1.64	1.87	179165
(LeBaron)	5014	5102	98.28	.78	.68	7326
Dodge	273143	267677	102.32	4.30	3.58	312424
(Diplomat)	2940	2282	128.83	.47	.30	3161
(Colt)	26469	35576	74.41	4.42	4.76	44972
(Challenger)	824	963	85.17	.13	.13	1200
(Omni)	7803	4734	164.90	1.23	1.17	10325
(Aries)	9316	–	–	1.45	–	17584
Plymouth	27320	24681	110.71	4.29	3.27	40580
(Arrow Champ)	2731	5626	48.54	.43	.75	5741
(Sapporo)	775	636	121.85	.12	.08	9317
(Horizon)	9243	10907	87.49	1.50	1.45	12835
(Reliant)	11624	–	–	1.83	–	23755
(Gran Fury)	456	403	113.15	.07	.05	11625
Chrysler Corp	64869	79379	101.79	10.19	10.50	751393
Ford	208665	247446	84.29	32.67	33.31	1118416
(Fiesta)	–	6321	–	–	.84	67429
(Escort)	232.58	–	–	1.65	–	45174
(Fairmont)	14127	23229	75.75	2.49	1.13	77421
(Granada)	7724	7513	102.81	1.21	1.00	84585
(LTD)	8363	14629	57.17	1.31	1.94	143810
(Mustang)	13345	24850	67.33	2.06	2.58	222549
(T Bird)	6553	13743	84.95	1.06	1.83	124903
Lincoln	4564	4402	84.54	.72	1.25	72740
(Mark VI)	2494	5786	82.41	.39	.77	41473
Mercury	26500	31057	85.33	4.16	4.12	326361
(Zephyr)	5767	7137	80.86	.90	.94	84797
(Cougar)	2656	6751	39.34	.42	.90	55109
(Capri)	1723	5940	67.81	.28	.79	62974
(Lynx)	1815	–	–	1.07	–	13326
Linc Merc Div	33564	40459	75.78	6.84	5.37	329101
Ford Motor Co	111729	134235	83.26	17.55	17.48	1513917
Buick	51607	56382	91.53	8.11	7.49	707544
(Skylark)	13786	13673	100.83	2.17	1.82	180006
(Century)	24505	24394	100.44	3.85	3.24	137183
(Riviera)	3253	3837	84.78	.51	.51	43098
Cadillac	16641	23884	69.68	2.61	3.17	212557
(Eldorado)	4235	4510	93.90	.66	.59	51065
(Seville)	2487	4350	57.17	.39	.58	35347
Chevrolet	112511	153954	73.08	17.69	20.44	1725474
(Chevette)	27048	31752	85.14	4.27	4.22	369140
(Monza)	6579	10481	62.77	1.03	1.39	148467
(Camaro)	6185	10604	58.32	.97	1.40	117164
(Citation)	29413	33714	79.48	3.98	4.03	370605
(Malibu)	17493	21394	81.77	2.74	2.84	262605
(Corvette)	2387	2818	84.24	.37	.37	36408
(Monte Carlo)	12137	15171	79.98	1.90	2.01	163057
Oldsmobile	58293	64265	90.70	9.27	8.53	707000
(Omega)	6814	5366	126.94	1.32	.95	42118
(Cutlass)	13412	34825	95.94	5.29	4.62	451229
(Toronado)	2717	3816	71.17	.43	.45	36246
Pontiac	41203	52652	78.23	6.47	7.00	512744
(Sunbird)	8068	9535	107.61	1.27	1.20	129512
(Phoenix)	6773	7857	86.23	1.06	1.04	92542
(Lemans)	5081	7178	70.79	.80	.97	78422
(Firebird)	4070	8547	47.62	.64	1.13	83432
Gm Mtr Corp	283455	351181	80.70	44.15	46.65	4165764
Mtr Homes	191	326	58.59	.03	.04	3656
Other Import	167258	184181	90.81	26.29	24.46	2275321
U.S. Total	636888	753106	84.52			8778977

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JAN	% IND	YEAR TO DATE*		% 81 VS 80	% IND	
	1981		1981	1980		1981	1980
Dodge	11329	7.01	11329	18772	60.35	7.01	8.05
Plymouth	1351	.84	1351	2253	59.96	.84	.97
Ford	52479	32.49	52479	75167	69.82	32.49	32.23
Chevrolet	52625	32.59	52625	73255	71.84	32.59	31.40
GMC	11668	7.22	11668	18332	63.65	7.22	7.86
IH	5417	3.35	5417	6893	78.59	3.35	2.95
Jeep Truck	4266	2.64	4266	8890	47.99	2.64	3.81
Mack	1500	.93	1500	1871	80.17	.93	.80
Kenworth	805	.50	805	1122	71.75	.50	.48
Peterbilt	384	.24	384	711	54.01	.24	.30
Freightliner	516	.32	516	974	52.98	.32	.42
White	384	.24	384	699	54.94	.24	.30
Misc	18784	11.63	18784	24338	77.18	11.63	10.43
U.S. Total	161508		161508	233277	69.23		

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	6578	4717	34	–	–	–	–	–
(Dodge 1)	4812	2641	5	–	–	–	–	–
Plymouth *	966	385	–	–	–	–	–	–
Ford	16681	32172	–	–	–	1119	1879	628
(Ford 2)	6231	9586	–	–	–	–	–	–
Chevrolet	26871	22424	1257	–	82	780	733	78
(Chevrolet 3)	10202	5945	–	–	–	–	–	–
GMC	4266	5316	–	–	28	515	821	723
(GMC 4)	630	1202	–	–	–	–	–	–
IH	–	490	–	–	–	1881	1534	1512
Jeep Truck	2299	1967	–	–	–	–	–	–
(Jeep 5)	2299	1461	–	–	–	–	–	–
Mack	–	–	–	–	–	72	9	1419
Kenworth	–	–	–	–	–	–	–	805
Peterbilt	–	–	–	–	–	–	–	384
Freightliner	–	–	–	–	–	–	–	516
White	–	–	–	–	–	–	–	384
Misc	18144	106	–	–	2	236	160	136
Total	75805	67977	1291	–	112	4603	5136	6584
1980 Total	95793	114157	794	4	215	5108	6763	10443
1981 VS 80	79.13	59.55	162.59	–	52.09	90.11	75.94	63.05

UNITED STATES SUMMARY

Memo Total: To be included in GVW 1, 2 & 3

* Plymouth Includes Trail Duster & Arrow

1. Includes Vans, Ramcharger & D50
2. Includes Econoline, Ranchero, Bronco and Vans
3. Includes F-1 Cabinets, Blazer, C.V.V. and Vans
4. Includes Vans, Jimmy & Caballero
5. Includes C/L Cherokee and Wagoneer

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1981		YEAR TO DATE 1980	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
Domestic Sponsored Imports				
Dodge Colt Hatchback	2649	.42	5576	.74
Plymouth Arrow Champ	2731	.43	5625	.75
Others	1504	.25	7919	1.05
Total Domestic Sponsored Imports	6984	1.10	19121	2.54
Other Imports				
Datsun	31352	4.23	41759	5.54
Honda	28780	4.52	28288	3.76
Mazda	14326	2.25	14295	1.90
Mercedes Benz	4129	.65	4612	.61
Subaru	9412	1.48	9966	1.32
Toyota	41427	6.51	47887	6.35
Volkswagen	16768	2.63	18339	2.44
Volvo	3738	.59	4040	.54
Others	17286	2.72	14995	1.99
Total Other Imports	167258	26.28	194181	24.46
Grand Total All Import Cars	174242	27.38	203302	27.00

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0 10,000 LBS)

Domestic Sponsored Imports				
Chevrolet L.U.V.	5134	3.18	8275	3.55
Dodge D50	2280	1.41	3017	1.29
Ford Courier	4613	2.86	6640	2.85
Plymouth Arrow	786	.49	1426	.61
Total Domestic Sponsored Imports	12813	7.93	19358	8.30
Other Imports				
Datsun	6435	4.02	8979	3.85
Mazda	635	.39	594	.25
Subaru	562	.35	1291	.55
Toyota	7995	4.95	11341	4.86
Volkswagen	2523	1.56	1470	.63
Others	40	.02	-	-
Total Other Import Trucks	18250	11.30	23675	10.15
Grand Total All Import Trucks	31063	19.23	43033	18.45

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS - UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701098	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10358696	3472209
*1980	8760937	2476777

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

R. L. Polk & Co. R 1.81

Supplementing
Polk's Statistics:

CAN YOU AFFORD TO IGNORE ...

...the Top 60 Standard Metropolitan Areas which account for well over 50% of all U. S. passenger car sales? These important markets deserve the thorough analysis which Polk Registration Reports by Census Tracts can insure.

New passenger car and truck registrations by make, series, price class and gross vehicle weight groups can also be identified by name and type of buyer, whether a business or an individual. Registrations can be compiled not only by census tract but by postal zone or other geographic areas. All data are current, too, within three months of actual sales.

Consumer buying power and population shifts, as reflected in new passenger car registrations, can materially assist your Sales and Marketing Staff in evaluating retail sites... establishing dealer and salesmen objectives... planning distribution... and meeting many other marketing problems.

Since each Registration Report is prepared to your specifications, you resolve your marketing problems quickly and reduce your research costs.

R. L. POLK & CO.

DETROIT, MICH.

5

5/20/81 /

C 7715-3

FEBRUARY
1981

pocket summary

of registrations

new cars

new trucks

COURTESY OF
R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	FEBRUARY		% '81 VS '80	% IND	
	1981	1980		1981	1980
A.M.C.	12405	12338	100.54	1.84	1.76
(Concord)	5120	4947	103.50	.76	.71
(Eagle)	3705	2661	139.23	.55	.38
Chrysler	8799	11064	79.53	1.30	1.58
(Le Baron)	4113	4788	85.90	.61	.69
Dodge	32156	27117	118.58	4.76	3.86
(Diplomat)	2411	2089	115.41	.36	.30
(Colt)	5019	6312	79.52	.74	.90
(Challenger)	1350	1016	132.87	.20	.14
(Omni)	9232	9557	96.60	1.37	1.36
(Aries)	10511	–	–	1.55	–
Plymouth	35[illegible]5	26066	134.60	5.20	3.72
(Arrow/Champ)	4936	6233	79.19	.73	.89
(Sapporo)	1353	849	159.36	.20	.12
(Horizon)	12784	11809	108.26	1.89	1.69
(Reliant)	13676	–	–	2.03	–
(Gran Fury)	647	487	132.85	.10	.07
Chrysler Corp.	76040	64247	118.36	11.26	9.16
Ford	83589	88636	94.31	12.39	12.64
(Fiesta)	5533	6139	90.13	.82	.88
(Escort)	24893	–	–	3.68	–
(Fairmont)	15384	22581	68.13	2.28	3.22
(Granada)	7825	5936	131.82	1.16	.85
(LTD)	8406	10392	80.89	1.25	1.48
(Mustang)	12603	18036	69.88	1.87	2.57
(T'Bird)	6201	13606	45.58	.92	1.94
Lincoln	4481	5988	74.83	.65	.85
(Mark VI)	2432	3602	67.52	.36	.51
Mercury	26257	26658	98.50	3.89	3.80
(Zephyr)	5025	6945	72.35	.74	.99
(Cougar)	2446	5963	41.02	.36	.85
(Capri)	3690	4987	73.99	.55	.71
(Lynx)	7572	–	–	1.13	–
Linc/Merc. Div.	30738	32646	94.16	4.55	4.65
Ford Motor Co.	114327	121282	94.27	16.94	17.29
Buick	53556	53063	100.93	7.93	7.57
(Skylark)	15610	14023	111.32	2.31	2.00
(Century)	25403	23689	107.24	3.76	3.38
(Riviera)	3166	3202	98.88	.47	.46
Cadillac	15783	18370	85.92	2.34	2.62
(Eldorado)	3716	3886	95.63	.56	.55
(Seville)	2184	3209	68.06	.32	.46
Chevrolet	119134	147693	80.66	17.65	21.05
(Chevette)	36458	32219	113.16	5.40	4.58
(Monza)	4259	11130	38.27	.63	1.59
(Camaro)	6539	9863	66.30	.97	1.41
(Citation)	25710	30090	85.44	3.81	4.29
(Malibu)	15705	18960	82.83	2.33	2.70
(Corvette)	2490	2730	91.21	.37	.39
(Monte Carlo)	12988	12884	100.81	1.92	1.84
Oldsmobile	60035	60414	99.37	8.89	8.61
(Omega)	7983	7195	110.95	1.18	1.03
(Cutlass)	33711	33295	101.25	5.00	4.74
(Toronado)	2514	3035	82.83	.37	.43
Pontiac	41710	48255	86.44	6.18	6.88
(Sunbird)	8020	8987	89.24	1.19	1.27
(Phoenix)	7540	7050	106.95	1.12	1.01
(Lemans)	5467	6875	79.52	.81	.98
(Firebird)	4469	7059	63.31	.66	1.01
Gen. Mtrs. Corp.	290218	327795	88.54	42.99	46.73
Misc. Domestic	171	184	92.93	.03	.03
Other Import	181884	175573	103.59	26.94	25.03
U.S. Total	675045	701419	96.24		

©R. L. Polk & Co.

R.1-81

UNITED STATES SUMMARY
FEBRUARY 1981 ISSUED 04/81

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '81 VS '80	% IND		YEAR END 1980
	1981	1980		1981	1980	
AMC	23889	26572	89.90	1.82	1.83	150878
(Concord)	9865	11445	86.19	.75	.79	67836
(Eagle)	7519	5964	126.07	.57	.41	32785
Chrysler	19259	23625	81.52	1.47	1.62	138385
(Le Baron)	9127	9890	92.29	.70	.68	63706
Dodge	59545	53884	110.51	4.54	3.71	312428
(Diplomat)	5401	4371	123.56	.41	.30	31161
(Colt)	7668	11888	64.50	.58	.82	49872
(Challenger)	2179	1978	110.16	.17	.14	12000
(Omni)	17035	18295	93.11	1.30	1.26	103425
(Aries)	19827	–	–	1.51	–	17589
Plymouth	62105	50717	122.45	4.73	3.49	300580
(Arrow/Champ)	7667	11859	64.65	.58	.82	54741
(Sapporo)	2128	1485	143.30	.16	.10	9317
(Horizon)	22327	22716	98.29	1.70	1.56	128225
(Reliant)	25300	–	–	1.94	–	23755
(Gran Fury)	1103	887	124.35	.08	.06	11625
Chrysler Corp.	140909	128226	109.89	10.74	8.82	751393
Ford	168346	187382	89.84	12.84	12.89	1114816
(Fiesta)	9625	12460	77.25	.73	.86	67929
(Escort)	48131	–	–	3.66	–	45374
(Fairmont)	33511	46510	72.05	2.56	3.20	277421
(Granada)	15549	13449	115.61	1.19	.92	84585
(LTD)	16769	25021	67.02	1.28	1.72	143810
(Mustang)	25698	37486	68.55	1.96	2.58	222549
(T'Bird)	12954	27399	47.28	.99	1.88	128903
Lincoln	9045	15390	58.77	.69	1.06	72740
(Mark VI)	4886	9388	52.05	.37	.65	41473
Mercury	52757	57715	91.41	4.02	3.97	326361
(Zephyr)	10782	14082	76.57	.82	.98	84297
(Cougar)	5102	12714	40.13	.39	.87	55109
(Capri)	7410	10527	70.39	.56	.72	62974
(Lynx)	14388	–	–	1.10	–	13326
Linc/Merc. Div.	61802	73105	84.54	4.71	5.03	399101
Ford Motor Co.	230148	260487	88.35	17.55	17.91	1513917
Buick	105163	109445	96.09	8.02	7.52	707544
(Skylark)	29396	27696	106.14	2.24	1.90	180006
(Century)	49908	48087	103.79	3.81	3.31	337183
(Riviera)	6416	7039	91.15	.49	.48	42098
Cadillac	32424	42258	76.73	2.47	2.91	212557
(Eldorado)	7951	8396	94.70	.60	.58	51065
(Seville)	4671	7559	61.79	.36	.52	35347
Chevrolet	231645	301647	76.79	17.66	20.73	1725874
(Chevette)	63556	63971	99.35	4.84	4.39	349180
(Monza)	10838	21611	50.15	.83	1.49	148867
(Camaro)	12724	20767	61.27	.97	1.43	117164
(Citation)	50122	60804	82.43	3.82	4.18	370605
(Malibu)	33158	40318	82.24	2.53	2.77	262605
(Corvette)	4837	5548	87.18	.37	.38	36408
(Monte Carlo)	25095	28055	89.45	1.91	1.93	163097
Oldsmobile	119028	124679	95.47	9.08	8.57	807000
(Omega)	14447	13561	106.53	1.10	.93	92118
(Cutlass)	67123	68120	98.54	5.12	4.69	461229
(Toronado)	5231	6441	81.21	.40	.44	36246
Pontiac	82913	100947	82.14	6.32	6.94	612794
(Sunbird)	16118	16512	97.61	1.23	1.13	129312
(Phoenix)	14313	14507	98.66	1.39	1.00	99542
(Lemans)	11508	14203	81.03	.88	.98	78422
(Firebird)	8535	15456	55.25	.65	1.06	83832
Gen. Mtrs. Corp.	571173	678976	84.12	43.55	46.67	4065769
Misc. Domestic	364	510	71.37	.03	.04	3659
Other Import	345050	359754	95.91	26.31	24.73	2275321
U.S. Total	1311533	1454525	90.17			8760937

(Memo Total) – Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	FEB	% IND	YEAR TO DATE*		% '81 VS '80	% IND	
	1981		1981	1980		1981	1980
Dodge	1278	7.79	24047	37182	64.67	7.41	8.39
Plymouth	155	.95	2902	4920	58.98	.89	1.11
Ford	5308	32.54	105562	139698	75.56	32.52	31.52
Chevrolet	5056	30.98	103188	138128	74.70	31.78	31.18
G.M.C.	1195	7.32	23618	34244	68.97	7.27	7.73
I.H.	488	2.99	10298	12389	83.12	3.17	2.80
Jeep Truck	361	2.21	7878	16454	47.88	2.43	3.71
Mack	124	.76	2748	3574	76.89	.85	.81
Kenworth	71	.44	1517	2171	69.88	.47	.49
Peterbilt	44	.27	825	1354	60.93	.25	.31
Freightliner	60	.37	1120	1960	57.14	.34	.44
White	50	.31	885	1343	65.90	.27	.30
Misc.	2133	13.07	40115	49654	80.79	12.35	11.21
U.S. Total	16319		324703	443071	73.28		

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	1434	961	87	1	–	–	–	–
(Dodge 1)	901	538	10	–	–	–	–	–
Plymouth *	220	69	–	–	–	–	–	–
Ford	3492	6317	–	–	–	2235	3904	1325
(Ford 2)	1345	1915	–	–	–	–	–	–
Chevrolet	5337	4443	204	–	157	1515	1478	178
(Chevrolet 3)	2040	1178	–	–	–	–	–	–
G.M.C.	877	1070	–	–	73	993	1591	1487
(G.M.C. 4)	128	237	–	–	–	–	–	–
I.H.	–	78	–	–	–	3374	3118	3026
Jeep Truck	420	367	–	–	–	–	–	–
(Jeep 5)	420	274	–	–	–	–	–	–
Mack	–	–	–	–	–	149	10	2589
Kenworth	–	–	–	–	–	–	–	1517
Peterbilt	–	–	–	–	–	–	–	825
Freightliner	–	–	–	–	–	–	–	1120
White	–	–	–	–	–	–	–	885
Misc.	3865	359	–	1	4	500	321	274
Total	15648	13342	213	2	234	8766	10422	13226
1980 Total	18885	21030	133	11	391	9459	13004	19718
1981 VS '80	82.86	63.45	160.41	18.18	59.85	92.67	80.14	67.08

UNITED STATES SUMMARY

(Memo Total) – To be included in GVW 1, 2 & 3

1. Includes Vans, Ramcharger & D50
2. Includes Courier, Ranchero, Bronco and Vans
3. Includes El Camino, Blazer, L.U.V. and Vans
4. Includes Vans, Jimmy & Caballero
5. Includes CJ's, Cherokee and Wagoneer

* Plymouth Includes Trail Duster & Arrow

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1981		YEAR TO DATE 1980	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
Domestic Sponsored Imports				
Dodge Colt/Hatchback	7668	.58	11888	.82
Plymouth Arrow/Champ	7667	.58	11859	.82
Others	13932	1.06	15923	1.09
Total Domestic Sponsored Imports	29267	2.23	39670	2.73
Other Imports				
Datsun	65983	5.03	82809	5.69
Honda	61741	4.71	54522	3.75
Mazda	29743	2.27	26280	1.81
Mercedes-Benz	8358	.64	8577	.59
Subaru	20318	1.55	19392	1.33
Toyota	88761	6.77	95341	6.55
Volkswagen	35410	2.70	34833	2.39
Volvo	7634	.58	7883	.54
Others	27102	2.07	30117	2.07
Total Other Imports	345050	26.31	359754	24.73
Grand Total All Import Cars	374317	28.54	399424	27.46

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

Domestic Sponsored Imports				
Chevrolet L.U.V.	10418	3.21	15851	3.58
Dodge D50	5198	1.60	6367	1.44
Ford Courier	10295	3.17	13265	2.99
Plymouth Arrow	1867	.57	3127	.71
Total Domestic Sponsored Imports	27778	8.55	38610	8.71
Other Imports				
Datsun	13872	4.27	17992	4.06
Mazda	1530	.47	1479	.33
Subaru	1154	.36	2434	.55
Toyota	16874	5.20	23164	5.23
Volkswagen	5456	1.68	3344	.75
Others	129	.04	-	-
Total Other Import Trucks	39015	12.02	48413	10.93
Grand Total All Import Trucks	66793	20.57	87023	19.64

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	8751485	3058009
*1977	10826234	3509328
*1978	10946104	3863340
*1979	10356896	3472209
*1980	8760937	2476777

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

R. L. Polk & Co. R 1-81

5

Supplementing
Polk's Statistics:

POLK OFFERS SELECTIVITY TO TRUCK ADVERTISERS

Virtually the same selectivity available to passenger car advertisers is offered the truck advertiser using Polk Automotive Owner Lists for direct mail advertising.

The truck advertiser can reach, by name and address, owners of specific makes and year models of trucks. Moreover, he can reach owners of trucks of specific GVW . . . or fleet owners by size of fleets or by GVW of trucks owned.

Also, the advertiser can confine coverage to metropolitan areas or extend it to smaller cities and rural areas.

Thus, he can contact and influence, with a minimum of waste circulation and a proved maximum of reader attention, his most productive new truck markets.

R. L. POLK & CO.

DETROIT, MICH.

6/4/81
C 7715-3

MARCH
1981

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

BEST AVAILABLE COPY

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	MARCH		% '81 VS '80	% IND	
	1981	1980		1981	1980
A.M.C.	12312	14974	82.22	1.45	1.87
(Concord)	4671	6612	70.64	.55	.83
(Eagle)	3551	2977	119.28	.42	.37
Chrysler	10133	13857	73.13	1.19	1.73
(Le Baron)	5081	6340	80.14	.59	.79
Dodge	38421	30751	124.94	4.53	3.84
(Diplomat)	2907	3181	91.39	.34	.40
(Colt)	5728	6230	91.94	.67	.78
(Challenger)	1442	1360	106.03	.17	.17
(Omni)	10507	11030	95.26	1.24	1.37
(Aries)	14191	–	–	1.68	–
Plymouth	43706	29700	147.16	5.15	3.71
(Arrow/Champ)	5579	6509	85.73	.66	.81
(Sapporo)	1594	931	171.21	.19	.12
(Horizon)	15456	13348	115.79	1.82	1.67
(Reliant)	18321	–	–	2.16	–
(Gran Fury)	1215	1186	102.45	.14	.15
Chrysler Corp.	92260	74308	124.16	10.87	9.28
Ford	108092	113211	95.48	12.73	14.13
(Fiesta)	6336	6771	93.58	.75	.85
(Escort)	28242	–	–	3.32	–
(Fairmont)	21647	33196	65.21	2.55	4.14
(Granada)	11685	5932	196.98	1.38	.74
(LTD)	9214	12741	72.32	1.09	1.59
(Mustang)	19479	22212	87.70	2.29	2.77
(T'Bird)	9106	19697	46.23	1.07	2.46
Lincoln	6115	6085	100.49	.72	.76
(Mark VI)	3193	3569	89.46	.38	.45
Mercury	32780	33372	98.23	3.86	4.17
(Zephyr)	6395	9457	67.62	.75	1.18
(Cougar)	3498	8069	43.35	.41	1.01
(Capri)	5084	6149	82.68	.60	.77
(Lynx)	8909	–	–	1.05	–
Linc/Merc. Div.	38895	39457	98.58	4.58	4.93
Ford Motor Co.	146987	152668	96.28	17.31	19.06
Buick	74194	58509	126.81	8.74	7.31
(Skylark)	24525	15299	160.30	2.89	1.91
(Century)	35764	26914	132.88	4.22	3.37
(Riviera)	3510	3287	106.78	.41	.41
Cadillac	17637	19060	97.66	2.08	2.26
(Eldorado)	4199	4153	101.11	.50	.52
(Seville)	2144	3278	65.41	.25	.41
Chevrolet	165613	161253	102.70	19.51	20.14
(Chevette)	54438	38514	141.27	6.41	4.81
(Monza)	2403	12709	18.91	.28	1.59
(Camaro)	11429	10346	110.47	1.35	1.29
(Citation)	39764	32487	122.40	4.68	4.06
(Malibu)	18144	22132	81.98	2.14	2.76
(Corvette)	2892	3116	92.81	.34	.39
(Monte Carlo)	20819	13577	153.34	2.45	1.70
Oldsmobile	81330	68726	118.34	9.58	8.58
(Omega)	13029	8360	155.85	1.53	1.04
(Cutlass)	48093	38452	125.07	5.67	4.80
(Toronado)	2697	3117	86.53	.32	.39
Pontiac	53374	54088	98.68	6.29	6.75
(Sunbird)	6214	12134	51.21	.73	1.51
(Phoenix)	11469	8124	141.17	1.35	1.01
(Lemans)	6074	7022	86.50	.72	.88
(Firebird)	6551	7778	84.22	.77	.97
Gen. Mtrs. Corp.	392148	360636	108.74	46.20	45.04
Misc. Domestic	206	274	75.18	.02	.03
Other Import	205054	197920	103.60	24.15	24.72
U.S. Total	848967	800780	106.02		

©R. L. Polk & Co.

R 1-81

UNITED STATES SUMMARY
MARCH 1981 ISSUED 05/81

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '81 VS '80	% IND		YEAR END 1980
	1981	1980		1981	1980	
A.M.C.	36201	41546	87.13	1.68	1.84	150878
(Concord)	14536	18057	80.50	.68	.79	67836
(Eagle)	11070	8941	123.81	.51	.40	32785
Chrysler	29392	37482	78.42	1.36	1.66	138385
(Le Baron)	14208	16230	87.54	.66	.72	63706
Dodge	97966	84635	115.75	4.53	3.75	312428
(Diplomat)	8308	7552	110.01	.38	.33	31161
(Colt)	13398	18118	73.94	.62	.80	49872
(Challenger)	3621	3338	108.48	.17	.15	12000
(Omni)	27542	29325	93.92	1.27	1.30	103425
(Aries)	34018	–	–	1.58	–	17589
Plymouth	105811	80417	131.58	4.90	3.57	300580
(Arrow/Champ)	13246	18367	72.12	.61	.81	54741
(Sapporo)	3722	2416	154.06	.17	.11	9317
(Horizon)	37783	36064	104.77	1.75	1.61	128225
(Reliant)	43621	–	–	2.02	–	23755
(Gran Fury)	2318	2073	111.82	.11	.09	11625
Chrysler Corp.	233169	202534	115.13	10.79	8.98	751393
Ford	276438	300593	91.96	12.80	13.33	1114816
(Fiesta)	15961	19231	83.00	.74	.85	67929
(Escort)	76373	–	–	3.55	–	45374
(Fairmont)	55158	79706	69.20	2.55	3.54	277421
(Granada)	27234	19381	140.52	1.26	.86	84585
(LTD)	25983	37762	68.81	1.20	1.67	143810
(Mustang)	45177	59698	75.68	2.09	2.65	222549
(T'Bird)	22060	47096	46.84	1.02	2.09	128903
Lincoln	15160	21475	70.59	.70	.95	72740
(Mark VI)	8079	12957	62.35	.37	.57	41473
Mercury	85537	91087	93.91	3.96	4.04	326361
(Zephyr)	17177	23539	72.97	.80	1.05	84297
(Cougar)	8600	20783	41.38	.40	.92	55109
(Capri)	12494	16676	74.92	.58	.74	62974
(Lynx)	23297	–	–	1.07	–	13326
Linc/Merc. Div.	100697	112562	89.46	4.66	4.99	399101
Ford Motor Co.	377135	413155	91.28	17.46	18.32	1513917
Buick	179357	167954	106.79	8.30	7.45	707544
(Skylark)	53921	42995	125.41	2.50	1.91	180006
(Century)	85672	75001	114.23	3.96	3.32	337183
(Riviera)	9926	10326	96.13	.46	.46	42098
Cadillac	50061	60318	83.00	2.32	2.67	212557
(Eldorado)	12150	12549	96.82	.56	.55	51065
(Seville)	6815	10837	62.89	.32	.48	35347
Chevrolet	397258	462900	85.82	18.38	20.53	1725874
(Chevette)	117964	102485	115.10	5.45	4.55	369180
(Monza)	13241	34320	38.58	.61	1.52	148867
(Camaro)	24153	31113	77.63	1.12	1.38	117164
(Citation)	89886	93291	96.35	4.16	4.14	370605
(Malibu)	51302	62450	82.15	2.37	2.77	262605
(Corvette)	7729	8664	89.21	.36	.38	36408
(Monte Carlo)	45914	41632	110.29	2.13	1.85	163097
Oldsmobile	200358	193405	103.60	9.27	8.58	807000
(Omega)	27476	21921	125.34	1.27	.97	92118
(Cutlass)	115216	106572	108.11	5.33	4.74	461229
(Toronado)	7928	9558	82.95	.37	.42	36246
Pontiac	136286	155035	87.91	6.31	6.87	612794
(Sunbird)	22330	28646	77.95	1.03	1.27	129312
(Phoenix)	25782	22631	113.92	1.20	1.00	99542
(Lemans)	17583	21225	82.84	.81	.94	78422
(Firebird)	15090	23234	64.95	.70	1.03	83832
Gen. Mtrs. Corp.	963320	1039612	92.66	44.58	46.10	4065769
Misc. Domestic	570	784	72.70	.03	.03	3659
Other Import	550104	557674	98.64	25.46	24.73	2275321
U.S. Total	2160499	2255305	95.80			8760937

(Mexico Total) – Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE*		% '81 VS '80	% IND	
	1981		1981	1980		1981	1980
Dodge	14110	8.02	38223	57688	66.26	7.63	8.70
Plymouth	1598	.91	4500	7897	56.98	.90	1.19
Ford	56968	32.36	162530	207072	78.49	32.46	31.22
Chevrolet	51627	29.33	154749	205307	75.37	30.90	30.95
G.M.C.	12546	7.13	36164	51279	70.52	7.22	7.73
I.H.	4593	2.61	14891	16915	88.03	2.97	2.55
Jeep Truck	3608	2.05	11486	23543	48.79	2.29	3.55
Mack	1503	.85	4251	5551	76.58	.85	.84
Kenworth	780	.44	2297	3299	69.63	.46	.50
Peterbilt	510	.29	1335	2032	65.70	.27	.31
Freightliner	717	.41	1837	3033	60.57	.37	.46
White	393	.22	1278	2153	59.36	.26	.32
Misc.	27074	15.38	67189	77488	86.71	13.42	11.68
U.S. Total	176027		500730	663257	75.50		

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	22785	15323	114	1	–	–	–	–
(Dodge 1)	14458	8568	12	–	–	–	–	–
Plymouth *	3442	1058	–	–	–	–	–	–
Ford	54739	96758	–	–	–	3183	5894	1956
(Ford 2)	21710	29612	–	–	–	–	–	–
Chevrolet	81920	64900	3112	–	202	2228	2123	264
(Chevrolet 3)	32412	17868	–	–	–	–	–	–
G.M.C.	13349	16529	4	–	143	1491	2455	2193
(G.M.C. 4)	2001	3881	–	–	–	–	–	–
I.H.	–	1018	–	–	–	4567	4824	4482
Jeep Truck	6408	5078	–	–	–	–	–	–
(Jeep 5)	6408	3765	–	–	–	–	–	–
Mack	–	–	–	–	–	241	18	3992
Kenworth	–	–	–	–	–	–	–	2297
Peterbilt	–	–	–	–	–	–	–	1335
Freightliner	–	–	–	–	–	–	–	1837
White	–	–	–	–	–	–	–	1278
Misc.	64757	766	1	2	4	762	485	412
Total	247400	201430	3231	3	349	12472	15799	20046
1980 Total	290526	305866	1987	95	592	14560	19791	29840
1981 VS '80	85.16	65.86	162.61	3.16	58.95	85.66	79.83	67.18

UNITED STATES SUMMARY

(Memo Total) – To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster & Arrow

4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.
REGISTRATIONS FOR THE DISTRICT OF COLUMBIA ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1981		YEAR TO DATE 1980	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
Domestic Sponsored Imports				
Dodge Colt/Hatchback	13396	.62	18118	.80
Plymouth Arrow/Champ	13246	.61	18367	.81
Others	23304	1.08	24985	1.11
Total Domestic Sponsored Imports	49946	2.31	61470	2.73
Other Imports				
Datsun	105012	4.86	128510	5.70
Honda	94398	4.37	83029	3.68
Mazda	46899	2.17	38198	1.69
Mercedes-Benz	13369	.62	12931	.57
Subaru	32683	1.51	28520	1.26
Toyota	143939	6.66	147405	6.54
Volkswagen	55803	2.58	56139	2.49
Volvo	12595	.58	12209	.54
Others	45406	2.10	50733	2.25
Total Other Imports	550104	25.46	557674	24.73
Grand Total All Import Cars	600050	27.77	619144	27.45

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

Domestic Sponsored Imports				
Chevrolet L.U.V.	17142	3.42	24052	3.63
Dodge D50	8284	1.65	10417	1.57
Ford Courier	17064	3.41	20529	3.10
Plymouth Arrow	2958	.59	5140	.77
Total Domestic Sponsored Imports	45448	9.08	60138	9.07
Other Imports				
Datsun	24822	4.96	27791	4.19
Mazda	2667	.53	2368	.36
Subaru	1701	.34	3442	.52
Toyota	27086	5.41	35890	5.41
Volkswagen	9052	1.81	6077	.92
Others	195	.04	–	–
Total Other Import Trucks	65523	13.09	75568	11.39
Grand Total All Import Trucks	110971	22.16	135706	20.46

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1971	9830628	1983188
*1972	10487704	2513963
*1973	11360986	3029074
*1974	8701084	2656918
*1975	8261840	2397417
*1976	9751485	3058008
*1977	10626234	3606328
*1978	10946104	3963340
*1979	10368696	3472209
*1980	8760937	3476777

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

R. L. Polk & Co. R. 1-81

MARCH 1981 ISSUED 05/81

6/23/81
C 7715-3

APRIL
1981

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

BEST AVAILABLE COPY

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	APRIL		% '81 / '80	% IND	
	1981	1980		1981	1980
A.M.C.	12064	14021	86.04	1.60	1.78
(Concord)	5041	6591	76.48	.66	.83
(Eagle)	3749	2426	154.53	.50	.31
CHRYSLER	8626	13665	63.12	1.15	1.74
(Le Baron)	4286	6935	61.80	.57	.88
DODGE	32967	28430	115.96	4.38	3.62
(Diplomat)	2712	3375	80.36	.36	.43
(Colt)	3509	4924	71.26	.47	.63
(Challenger)	972	1105	87.96	.13	.14
(Omni)	10191	9191	110.88	1.36	1.17
(Aries)	12449	-	-	1.64	-
PLYMOUTH	35399	26822	132.97	4.71	3.38
(Arrow/Cheap)	3279	5648	58.06	.44	.72
(Sapporo)	1080	891	121.21	.14	.11
(Horizon)	13378	11032	121.27	1.78	1.40
(Reliant)	15183	-	-	2.02	-
(Gran Fury)	1507	1525	98.82	.20	.19
CHRYSLER CORP.	76992	68717	112.04	10.24	8.74
FORD	96302	109625	87.85	12.81	13.93
(Fiesta)	5375	6335	84.85	.71	.81
(Escort)	29228	-	-	3.90	-
(Fairmont)	18678	30807	60.63	2.48	3.91
(Granada)	9626	6165	156.14	1.28	.78
(LTD)	9587	15927	60.19	1.28	2.02
(Mustang)	16307	23016	68.47	2.17	3.03
(T'Bird)	6267	13570	46.18	.83	1.73
LINCOLN	5623	6447	87.22	.75	.82
(Mark VI)	2971	3659	81.20	.40	.47
MERCURY	29169	30747	94.87	3.88	3.91
(Zephyr)	4705	8586	54.80	.63	1.09
(Cougar)	2435	5340	45.60	.32	.68
(Capri)	4594	6504	70.63	.61	.83
(Lynx)	9997	-	-	1.33	-
LINC/MERC. DIV.	34792	37194	93.54	4.63	4.73
FORD MOTOR CO.	131094	146819	89.29	17.44	18.66
BUICK	61045	58759	103.89	8.12	7.47
(Skylark)	16712	15451	108.16	2.22	1.96
(Century)	30245	27902	108.40	4.03	3.55
(Riviera)	3685	3266	112.83	.49	.42
CADILLAC	17782	17087	104.07	2.37	2.17
(Eldorado)	4237	4155	101.97	.57	.53
(Seville)	1906	3178	59.97	.25	.40
CHEVROLET	123533	154179	80.12	16.42	19.60
(Chevette)	31141	35972	86.57	4.13	4.56
(Monza)	1100	12493	8.80	.15	1.59
(Camaro)	10604	10790	98.28	1.41	1.37
(Citation)	25369	33798	75.07	3.37	4.30
(Malibu)	23238	23846	97.45	3.09	3.03
(Corvette)	2998	3107	94.07	.40	.41
(Monte Carlo)	13284	13656	97.28	1.77	1.74
OLDSMOBILE	72631	70737	102.68	9.66	8.99
(Omega)	9442	8287	113.94	1.26	1.05
(Cutlass)	40546	41011	98.87	5.39	5.22
(Toronado)	3033	2994	101.30	.40	.38
PONTIAC	42556	52472	81.10	5.66	6.68
(Sunbird)	5173	11369	45.50	.69	1.45
(Phoenix)	7532	8267	91.11	.99	1.05
(Lemans)	7337	6598	111.20	.98	.84
(Firebird)	5451	8287	65.78	.73	1.05
GEN. MTRS. CORP.	317547	353234	89.90	42.23	44.90
Misc. Domestic	339	358	94.69	.05	.05
Other Import	213809	203491	105.07	28.44	25.87
U. S. TOTAL	751845	786640	95.58		

© R. L. Polk & Co.

R. 1-81

UNITED STATES SUMMARY
APRIL 1981 ISSUED 06/81

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '81	% IND		YEAR END
	1981	1980	VS '80	1981	1980	1980
A.M.C.	48265	55567	86.86	1.66	1.83	150878
(Concord)	19577	24648	79.43	.67	.82	67836
(Eagle)	14819	11367	130.37	.51	.37	32785
CHRYSLER	38018	51147	74.33	1.31	1.68	130385
(Le Baron)	18494	23185	79.84	.64	.76	63706
DODGE	130933	113065	115.80	4.50	3.72	312428
(Diplomat)	11020	10927	100.85	.38	.36	31161
(Colt)	16905	23042	73.37	.58	.76	49872
(Challenger)	4593	4443	103.38	.16	.15	12000
(Omni)	37733	38518	97.97	1.30	1.26	103425
(Aries)	46467	-	-	1.59	-	17589
PLYMOUTH	141210	107039	131.92	4.84	3.52	300580
(Arrow/Cheap)	16525	24015	68.81	.57	.79	54741
(Sapporo)	4802	3307	145.21	.16	.11	9317
(Horizon)	51161	47098	108.63	1.76	1.55	128225
(Reliant)	58804	-	-	2.01	-	23755
(Gran Fury)	3825	3598	106.31	.13	.12	11625
CHRYSLER CORP.	310161	271251	114.34	10.65	8.92	751393
FORD	372740	410218	90.86	12.80	13.49	1114816
(Fiesta)	21336	25568	83.45	.73	.84	67929
(Escort)	105601	-	-	3.63	-	45374
(Fairmont)	73836	110513	66.81	2.54	3.64	277421
(Granada)	38060	25546	149.29	1.27	.84	84585
(LTD)	35570	53689	66.25	1.22	1.76	143810
(Mustang)	81484	83514	73.62	2.11	2.75	222549
(T'Bird)	20327	30674	66.69	.97	1.99	129903
LINCOLN	20783	27922	74.43	.71	.92	72740
(Mark VI)	11050	16616	66.50	.38	.55	41473
MERCURY	114706	121834	94.15	3.94	4.00	326361
(Zephyr)	21802	32125	68.12	.75	1.05	84297
(Cougar)	11035	26123	42.24	.38	.86	55109
(Capri)	17088	23180	73.72	.59	.76	62974
(Lynx)	33294	-	-	1.14	-	13326
LINC/MERC. DIV.	135480	149758	90.47	4.65	4.92	399101
FORD MOTOR CO.	508229	559974	90.76	17.45	18.41	1513917
BUICK	240402	226713	106.04	8.25	7.45	707544
(Skylark)	70633	58446	120.85	2.43	1.92	180006
(Century)	115917	102903	112.65	3.97	3.38	337183
(Riviera)	13611	13592	100.14	.47	.45	42098
CADILLAC	67843	77405	87.65	2.33	2.54	212557
(Eldorado)	16387	16704	98.10	.56	.55	51065
(Seville)	8721	14015	62.23	.30	.46	35347
CHEVROLET	520791	617079	84.40	17.89	20.29	1725874
(Chevette)	149105	138457	107.69	5.13	4.54	369180
(Monza)	14341	46813	30.63	.49	1.54	148867
(Camaro)	34757	41903	82.95	1.19	1.38	117184
(Citation)	115255	127087	90.69	3.96	4.18	370605
(Malibu)	74540	86298	86.38	2.56	2.84	262605
(Corvette)	10727	11851	90.52	.37	.39	36408
(Monte Carlo)	59198	55288	107.07	2.03	1.82	183097
OLDSMOBILE	272889	264142	103.35	9.37	8.68	807000
(Omega)	36918	30208	122.21	1.27	.99	92118
(Cutlass)	155762	147583	105.54	5.34	4.85	461229
(Toronado)	10981	12552	87.32	.38	.41	38246
PONTIAC	178842	207507	86.19	6.14	6.82	612794
(Sunbird)	27503	40014	68.73	.94	1.31	129312
(Phoenix)	33314	30898	107.82	1.14	1.02	99542
(Lemans)	24920	27823	89.57	.86	.91	78422
(Firebird)	20541	31521	65.17	.71	1.04	83832
GEN. MTRS. CORP.	1200867	1328946	91.98	43.98	45.78	4065769
Misc. Domestic	909	1142	79.60	.03	.04	3659
Other Import	763913	781165	100.36	26.23	25.02	2275321
U. S. TOTAL	2912344	3041945	95.74			8760937

(Mese Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	APRIL	%	YEAR TO DATE		% '81	% IND	
	1981	IND	1981	1980	VS '80	1981	1980
Dodge	13951	7.50	52174	78544	66.43	7.60	8.88
Plymouth	1379	.74	5879	10703	54.93	.86	1.21
Ford	57555	30.96	220085	281210	78.26	32.06	31.78
Chevrolet	57158	30.74	211907	269756	78.56	30.86	30.49
G.M.C.	14071	7.57	50235	66774	75.23	7.32	7.55
I.H.	5186	2.79	20077	21115	95.08	2.92	2.39
Jeep Truck	4195	2.26	15681	30052	52.18	2.28	3.40
Mack	1784	.96	6035	7720	78.17	.88	.87
Kenworth	1088	.59	3385	4449	76.08	.49	.50
Peterbilt	464	.25	1799	2815	63.91	.26	.32
Freightliner	864	.46	2701	4297	62.86	.39	.49
White	361	.19	1639	2896	56.60	.24	.33
Misc.	27871	14.99	95060	104330	91.11	13.84	11.79
U. S. Total	185927		686657	884661	77.62		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	30598	21387	190	1	-	-	-	-
(Dodge 1)	19172	12045	20	-	-	-	-	-
Plymouth *	4443	1436	-	-	-	-	-	-
Ford	74457	130649	-	-	-	4220	8057	2702
(Ford 2)	29616	40491	-	-	-	-	-	-
Chevrolet	113914	87240	4050	-	297	3066	2969	361
(Chev 3)	46195	24533	-	-	-	-	-	-
G.M.C.	10513	23032	12	-	180	1964	3405	3129
(G.M.C. 4)	2808	5771	-	-	-	-	-	-
I.H.	-	1242	-	-	-	5752	6631	6452
Jeep Truck	9051	6630	-	-	-	-	-	-
(Jeep 5)	9051	4908	-	-	-	-	-	-
Mack	-	-	-	-	-	361	44	5630
Kenworth	-	-	-	-	-	-	-	3385
Peterbilt	-	-	-	-	-	-	-	1799
Freightliner	-	-	-	-	-	-	-	2701
White	-	-	-	-	-	-	-	1639
Misc.	91381	1258	2	3	4	1079	673	660
Total	342355	272874	4264	4	481	16442	21779	28458
1980 Total	389901	402270	2550	143	836	19869	28107	40985
1981 vs '80	87.81	67.83	167.22	2.80	57.54	82.75	77.49	69.44

UNITED STATES SUMMARY

(Mono Total)-To be included in GVW 1,2 & 3

1 Includes Vans, Rampcharger and D50

2 Includes Courier, Ranchero, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster and Arrow

4 Includes Vans, Jimmy and Caballero

5 Includes CJ's, Cherokee and Wagoneer

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1981		YEAR TO DATE 1980	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt/Hatchback	16905	.58	23042	.76
Plymouth Arrow/Cheap	16525	.57	24015	.79
Others	30731	1.06	33316	1.10
Total Domestic Sponsored Imports	64161	2.20	80373	2.64
OTHER IMPORTS				
Datsun	148415	5.10	177373	5.83
Honda	127913	4.39	113347	3.73
Mazda	62689	2.15	50475	1.66
Mercedes-Benz	18890	.64	17172	.56
Subaru	45003	1.55	37589	1.24
Toyota	200624	6.89	197823	6.50
Volkswagen	76158	2.62	79686	2.62
Volvo	18511	.64	16560	.54
Others	65910	2.26	71140	2.34
Total Other Imports	763913	26.23	761165	25.02
GRAND TOTAL ALL IMPORT CARS	828074	28.43	841538	27.66

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	25048	3.65	32184	3.64
Dodge D50	10693	1.56	14145	1.60
Ford Courier	23119	3.37	27440	3.10
Plymouth Arrow	3820	.56	6919	.78
Total Domestic Sponsored Imports	62680	9.13	80688	9.12
OTHER IMPORTS				
Datsun	35283	5.14	36867	4.17
Mazda	4042	.59	3115	.35
Subaru	2204	.32	4426	.50
Toyota	37933	5.52	47567	5.38
Volkswagen	12868	1.87	9788	1.10
Others	311	.05	-	-
Total Other Import Trucks	92639	13.49	101743	11.50
GRAND TOTAL ALL IMPORT TRUCKS	155319	22.62	182431	20.62

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1971	9830626	1993186
*1972	10487794	2513052
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397617
*1976	9751485	3058009
*1977	10826234	3500328
*1978	10946184	3963340
*1979	10356695	3472209
*1980	8760937	2476777

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.1-81

APRIL 1981 ISSUED 06/81

7/31/81

C 7715-3

MAY
1981

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MAY		% '81	% IND	
	1981	1980	VS '80	1981	1980
A.M.C.	14353	13040	110.07	1.96	1.78
(Concord)	8095	6531	93.17	.83	.89
(Eagle)	4396	1871	234.95	.60	.26
CHRYSLER	7817	10867	71.41	1.04	1.45
(Le Baron)	3867	5123	75.48	.53	.69
DODGE	29127	24517	118.80	3.98	3.35
(Diplomat)	2282	2605	87.60	.31	.36
(Colt)	2399	4329	55.42	.33	.59
(Challenger)	760	1091	88.66	.10	.15
(Omni)	10087	7474	134.98	1.38	1.02
(Aries)	11147	-	-	1.52	-
PLYMOUTH	31685	23737	133.48	4.34	3.24
(Arrow/Cheap)	2435	4981	48.89	.33	.68
(Sapporo)	809	850	95.18	.11	.12
(Horizon)	12015	8783	136.80	1.64	1.19
(Reliant)	14540	-	-	2.00	-
(Gran Fury)	1181	1518	78.48	.16	.21
CHRYSLER CORP.	68429	58921	116.14	9.36	8.04
FORD	91223	93478	97.59	12.48	12.75
(Fiesta)	4248	5414	78.48	.58	.74
(Escort)	33018	-	-	4.52	-
(Fairmont)	18478	25083	85.69	2.25	3.41
(Granada)	8315	6282	132.38	1.14	.86
(LTD)	9715	13237	73.39	1.33	1.81
(Mustang)	13428	21542	82.32	1.84	2.94
(T'Bird)	5192	9245	56.18	.71	1.26
LINCOLN	5859	5830	100.50	.80	.80
(Mark VI)	2969	3311	89.67	.40	.46
MERCURY	28842	26192	113.94	4.08	3.57
(Zephyr)	4772	7138	66.87	.65	.97
(Cougar)	2154	3958	54.41	.29	.54
(Capri)	4405	5742	76.72	.60	.78
(Lynx)	11259	-	-	1.55	-
LINC/MERC. DIV.	35701	32022	111.49	4.88	4.37
FORD MOTOR CO.	126924	125498	101.14	17.36	17.12
BUICK	61131	57321	106.65	8.36	7.82
(Skylark)	16177	15087	107.22	2.21	2.06
(Century)	29309	27988	104.79	4.01	3.82
(Riviera)	4134	3088	133.87	.57	.42
CADILLAC	18303	15988	114.64	2.50	2.18
(Eldorado)	4477	3840	116.59	.61	.52
(Seville)	1814	2788	89.12	.24	.38
CHEVROLET	110333	144872	76.16	15.10	19.74
(Chevette)	26537	29913	88.71	3.63	4.08
(Monza)	841	12000	7.01	.12	1.64
(Camaro)	9824	10898	90.16	1.34	1.49
(Citation)	21695	34578	62.75	2.97	4.70
(Malibu)	20740	22772	91.08	2.84	3.11
(Corvette)	3076	3286	93.61	.42	.45
(Monte Carlo)	11348	12792	88.71	1.55	1.74
OLDSMOBILE	75499	68573	111.56	10.48	9.35
(Omega)	9178	8185	112.88	1.25	1.11
(Cutlass)	41655	40481	102.87	5.70	5.52
(Toronado)	3395	2748	123.63	.46	.37
PONTIAC	42028	50854	82.64	5.75	6.94
(Sunbird)	7290	10808	88.73	1.00	1.44
(Phoenix)	8488	8348	77.51	.88	1.14
(Lemans)	8827	6712	98.73	.91	.82
(Firebird)	4797	8215	58.38	.66	1.12
GEN. MTRS. CORP.	308292	337588	91.32	42.17	46.03
Misc. Domestic	123	188	65.08	.02	.03
Other Import	212938	197995	107.55	29.13	27.00
U. S. TOTAL	731059	733226	99.70		

© R. L. Polk & Co.

R. 1-81

UNITED STATES SUMMARY
MAY 1981 ISSUED 07/81

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '81	% 180		YEAR END
	1981	1980	VS '80	1981	1980	1980
A.M.C.	62618	68607	91.27	1.72	1.82	150878
(Concord)	25662	31179	82.31	.70	.83	67838
(Eagle)	19215	13230	145.15	.53	.35	32785
CHRYSLER	45635	61814	73.83	1.25	1.64	139385
(Le Baron)	22361	28288	79.05	.61	.75	63706
DODGE	160060	137582	116.34	4.38	3.65	312426
(Diplomat)	13302	13532	98.30	.37	.36	31181
(Colt)	19304	27371	70.53	.53	.73	49872
(Challenger)	5353	5534	96.73	.15	.15	12000
(Omni)	47020	45990	103.98	1.31	1.21	103425
(Aries)	57614	-	-	1.57	-	17589
PLYMOUTH	172895	130776	132.21	4.75	3.48	300580
(Arrow/Cheap)	18960	28988	65.38	.52	.77	54741
(Sapporo)	5611	4157	134.98	.15	.11	9317
(Horizon)	63178	55879	113.06	1.73	1.47	128225
(Reliant)	73344	-	-	2.02	-	23759
(Gran Fury)	5018	5118	98.05	.14	.14	11825
CHRYSLER CORP.	378590	330172	114.66	10.39	8.75	751393
FORD	463963	503694	92.11	12.73	13.34	1114818
(Fiesta)	25584	30980	82.58	.70	.82	67929
(Escort)	138619	-	-	3.80	-	45374
(Fairmont)	80312	135598	88.60	2.48	3.60	277421
(Granada)	45175	31828	141.93	1.24	.84	84585
(LTD)	45285	88926	87.66	1.24	1.77	143810
(Mustang)	74910	105056	71.30	2.06	2.78	222549
(T'Bird)	33519	69919	47.94	.82	1.85	120903
LINCOLN	28642	33752	78.93	.73	.89	72740
(Mark VI)	14019	19927	70.35	.38	.52	41473
MERCURY	144548	148028	97.65	3.97	3.93	326361
(Zephyr)	28654	39261	87.88	.73	1.04	84297
(Cougar)	13189	30082	43.84	.38	.80	55109
(Capri)	21403	28922	74.31	.58	.77	62974
(Lynx)	44553	-	-	1.23	-	13326
LINC/MERC. DIV.	171190	181778	94.18	4.70	4.82	399101
FORD MOTOR CO.	635153	685472	92.66	17.43	18.16	1513919
BUICK	301533	284034	106.16	8.28	7.52	707544
(Skylark)	86810	73533	118.06	2.38	1.95	180008
(Century)	145228	130871	110.97	3.99	3.48	337183
(Riviera)	17745	18880	108.38	.49	.44	42098
CADILLAC	86146	93371	92.28	2.36	2.47	212557
(Eldorado)	20864	20544	101.56	.57	.55	51065
(Seville)	10633	16784	63.36	.29	.44	35347
CHEVROLET	631124	761951	82.83	17.33	20.18	1725874
(Chevette)	175842	168370	104.38	4.92	4.46	389180
(Monza)	15182	59813	25.81	.42	1.58	148867
(Camaro)	44581	52799	84.44	1.22	1.40	117184
(Citation)	136950	161766	84.66	3.76	4.28	370605
(Malibu)	95280	109068	87.36	2.62	2.89	262605
(Corvette)	13803	15137	91.19	.38	.40	36408
(Monte Carlo)	70546	68880	103.82	1.94	1.80	163097
OLDSMOBILE	349488	332715	105.04	9.59	8.81	807000
(Omega)	48088	38333	120.23	1.28	1.02	92118
(Cutlass)	197417	188074	104.97	5.43	4.97	481229
(Toronado)	14358	15298	93.84	.39	.41	38246
PONTIAC	220086	258361	85.19	6.05	6.84	512794
(Sunbird)	34793	50820	68.73	.95	1.34	129312
(Phoenix)	39783	39244	101.37	1.09	1.04	98542
(Lemans)	31547	34535	91.35	.87	.91	78422
(Firebird)	25338	39738	63.77	.70	1.05	93032
GEN. MTRS. CORP.	1589195	1730432	91.84	43.62	45.82	4065769
Misc. Domestic	1032	1331	77.54	.03	.04	3859
Other Import	976851	959160	101.84	26.81	25.41	2275321
U. S. TOTAL	3643403	3775174	96.51			8760937

(Mopo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE		% '81	% IND	
	1981		1981	1980	VS '80	1981	1980
Dodge	14195	7.18	86369	99381	86.78	7.50	9.10
Plymouth	1341	.68	7220	13065	55.26	.62	1.20
Ford	62200	31.34	282286	347279	81.28	31.09	31.80
Chevrolet	62160	31.33	274087	330142	83.01	30.97	30.25
G.M.C.	15179	7.65	85414	82197	79.58	7.39	7.53
I.H.	5222	2.63	25299	25071	100.91	2.86	2.30
Jeep Truck	5134	2.59	20815	36255	57.41	2.35	3.32
Mack	1845	.93	7880	9684	81.37	.89	.89
Kenworth	888	.45	4273	5622	76.00	.48	.52
Peterbilt	590	.30	2389	3462	69.01	.27	.32
Freightliner	819	.41	3520	5240	67.18	.40	.48
White	436	.22	2075	3491	59.44	.23	.32
Misc.	28387	14.31	123443	130640	94.49	13.95	11.97
U. S. Total	198392		885049	1091529	81.08		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	38657	27484	227	1	-	-	-	-
(Dodge 1)	23898	15493	22	-	-	-	-	-
Plymouth *	5396	1824	-	-	-	-	-	-
Ford	95350	108101	-	-	-	5222	10190	3422
(Ford 2)	37123	52701	-	-	-	-	-	-
Chevrolet	140423	111024	5197	-	385	3841	3950	447
(Chev 3)	59939	32131	-	-	-	-	-	-
G.M.C.	24012	30020	19	-	268	2403	4404	4208
(G.M.C. 4)	3695	7933	-	-	-	-	-	-
I.H.	-	1448	-	-	-	6932	8345	8574
Jeep Truck	12449	8368	-	-	-	-	-	-
(Jeep 5)	12449	8155	-	-	-	-	-	-
Mack	-	-	-	-	-	487	81	7332
Kenworth	-	-	-	-	-	-	-	4273
Peterbilt	-	-	-	-	-	-	-	2389
Freightliner	-	-	-	-	-	-	-	3520
White	-	-	-	-	-	-	-	2075
Misc.	118501	1771	2	5	4	.1334	915	911
Total	442708	350838	5445	6	657	20219	27885	37231
1980 Total	484598	402688	3022	148	1054	24008	34291	50922
1981 vs '80	91.37	71.21	80.18	4.05	62.33	81.50	81.28	73.11

UNITED STATES SUMMARY

(Mean Total)-To be included in GVW 1,2 & 3

1 Includes Vans, Ramcharger and D50

2 Includes Courier, Ranchero, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster and Arrow

4 Includes Vans, Jimmy and Caballero

5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1981		YEAR TO DATE 1980	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt/Hatchback	19304	.53	27371	.73
Plymouth Arrow/Cheap	18980	.52	28986	.77
Others	36548	1.00	40671	1.08
Total Domestic Sponsored Imports	74812	2.05	97030	2.57
OTHER IMPORTS				
Datsun	190198	5.22	223949	5.93
Honda	161971	4.45	144082	3.82
Mazda	77708	2.13	62742	1.66
Mercedes-Benz	24293	.67	20972	.56
Subaru	56802	1.56	48627	1.29
Toyota	254570	6.99	247714	6.56
Volkswagen	97196	2.67	103091	2.73
Volvo	25284	.69	20631	.55
Others	88753	2.44	87352	2.31
Total Other Imports	976851	26.81	959160	25.41
GRAND TOTAL ALL IMPORT CARS	1051663	28.86	1056190	27.98

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	32548	3.68	38857	3.58
Dodge D50	12951	1.46	17499	1.60
Ford Courier	28658	3.24	33471	3.07
Plymouth Arrow	4589	.52	8501	.78
Total Domestic Sponsored Imports	78786	8.90	98328	9.01
OTHER IMPORTS				
Datsun	45537	5.15	46251	4.24
Mazda	5435	.61	3714	.34
Subaru	2713	.31	5208	.48
Toyota	48431	5.47	58035	5.32
Volkswagen	17140	1.94	13292	1.22
Others	1013	.11	-	-
Total Other Import Trucks	120269	13.59	127378	11.67
GRAND TOTAL ALL IMPORT TRUCKS	199055	22.49	225706	20.68

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
+1971	9838626	1993186
+1972	10487794	2513952
+1973	11350995	3029074
+1974	8701094	2656918
+1975	8261840	2397417
+1976	9751485	3054009
+1977	10826234	3509328
+1978	10966104	3963340
+1979	10356695	3472209
+1980	8760937	2476777

TOTALS INCLUDE ALASKA & HAWAII

+OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.1-81

MAY 1981 ISSUED 07/81

New Car Buyers rate Mail Brochures as much more helpful than Automotive Ads in:

TELEVISION—BY 70%

RADIO—BY 80%

MAGAZINES—BY 59%

NEWSPAPERS—BY 75%

New Car Buyers WANT, NEED, USE Product Details That **POLK AUTOMOTIVE MAIL** Can Best Deliver.

R. L. POLK & CO.

DETROIT, MICH.

5

9/14/81

C 775-3

JUNE
1981

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS ®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JUNE		% '81 VS '80	% IND	
	1981	1980		1981	1980
A.M.C.	9845	11131	88.45	1.32	1.65
(Concord)	3999	5544	72.13	.54	.82
(Eagle)	3224	1614	199.75	.43	.24
CHRYSLER	6391	8673	73.69	.86	1.28
(Le Baron)	3204	3797	84.38	.43	.56
DODGE	28734	21266	135.12	3.85	3.15
(Diplomat)	2569	2024	126.93	.34	.30
(Colt)	2349	3421	68.66	.31	.51
(Challenger)	800	974	82.14	.11	.14
(Omni)	9490	6624	143.27	1.27	.98
(Aries)	11346	-	-	1.53	-
PLYMOUTH	32339	20837	155.20	4.32	3.08
(Arrow/Champ)	2331	4273	54.55	.31	.63
(Sapporo)	877	812	108.00	.12	.12
(Horizon)	11792	7870	149.83	1.58	1.16
(Reliant)	16288	-	-	2.17	-
(Gran Fury)	618	1408	43.89	.08	.21
CHRYSLER CORP.	67464	50776	132.87	9.03	7.51
FORD	95151	93837	101.40	12.73	13.89
(Fiesta)	2799	4990	56.09	.37	.74
(Escort)	37251	-	-	4.98	-
(Fairmont)	15744	24482	64.31	2.11	3.63
(Granada)	8011	6302	127.12	1.07	.93
(LTD)	11736	13302	88.23	1.57	1.97
(Mustang)	14102	20159	69.95	1.89	2.98
(T'Bird)	4986	8423	59.20	.67	1.25
LINCOLN	5309	5317	99.85	.71	.79
(Mark VI)	2633	2994	87.94	.35	.45
MERCURY	33934	23439	144.78	4.54	3.46
(Zephyr)	5905	6041	97.75	.79	.89
(Cougar)	2416	3546	68.43	.32	.52
(Capri)	4991	5398	92.46	.67	.80
(Lynx)	12320	-	-	1.65	-
LINC/MERC. DIV.	39243	28756	136.47	5.25	4.25
FORD MOTOR CO.	134394	122593	109.63	17.98	18.14
BUICK	62484	52157	119.80	8.36	7.72
(Skylark)	16846	13851	121.62	2.25	2.05
(Century)	30083	25000	120.33	4.03	3.70
(Riviera)	4202	2885	145.65	.56	.43
CADILLAC	17039	14987	113.69	2.28	2.22
(Eldorado)	4238	3606	117.47	.57	.54
(Seville)	1755	2252	77.93	.23	.33
CHEVROLET	110414	130308	90.87	15.85	19.27
(Chevette)	26431	26094	101.29	3.54	3.86
(Monza)	3888	11785	32.99	.52	1.74
(Camaro)	10207	9876	103.35	1.37	1.46
(Citation)	24315	29549	82.29	3.25	4.36
(Malibu)	21034	20610	102.06	2.81	3.05
(Corvette)	2523	2980	84.66	.34	.44
(Monte Carlo)	12089	11689	103.60	1.62	1.73
OLDSMOBILE	75931	61811	122.84	10.16	9.14
(Omega)	9281	7130	130.17	1.24	1.05
(Cutlass)	42051	35484	118.51	5.63	5.25
(Toronado)	3311	2643	125.27	.44	.39
PONTIAC	48078	46742	102.85	6.43	6.91
(Sunbird)	10486	9711	107.98	1.41	1.44
(Phoenix)	6984	8063	86.62	.93	1.19
(Lemans)	8728	5677	118.51	.90	.84
(Firebird)	5265	7659	68.74	.70	1.13
GEN. MTRS. CORP.	321944	306005	105.21	43.08	45.26
Misc. Domestic	306	516	59.30	.04	.08
Other Import	213352	184943	115.36	28.55	27.36
U. S. TOTAL	747305	675984	110.55		

©R. L. Polk & Co.

R. 1-81

UNITED STATES SUMMARY
JUNE 1981 ISSUED 08/81

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '81	% IND		YEAR END
	1981	1980	VS '80	1981	1980	1980
A.M.C.	72463	79730	90.88	1.65	1.79	150870
(Concord)	29661	38723	80.77	.68	.83	67836
(Eagle)	22439	14852	151.08	.51	.33	32785
CHRYSLER	52028	70487	73.81	1.18	1.58	138385
(Le Baron)	25565	32085	79.68	.58	.72	63706
DODGE	108794	150840	118.85	4.30	3.57	312428
(Diplomat)	15871	15556	102.02	.36	.35	31161
(Colt)	21653	30792	70.32	.49	.69	49872
(Challenger)	6153	6508	94.55	.14	.15	12000
(Omni)	57310	52614	108.93	1.31	1.18	103425
(Aries)	68960	-	-	1.57	-	17589
PLYMOUTH	205234	151613	135.37	4.68	3.41	300580
(Arrow/Cheap)	21291	33269	64.00	.48	.75	54741
(Sapporo)	6488	4969	130.57	.15	.11	9317
(Horizon)	74968	63749	117.60	1.71	1.43	128225
(Reliant)	89632	-	-	2.05	-	23755
(Gran Fury)	5634	6524	86.36	.13	.15	11625
CHRYSLER CORP.	446054	380948	117.09	10.16	8.56	751393
FORD	559114	597531	93.57	12.74	13.42	1114818
(Fiesta)	28303	35970	78.91	.65	.81	67929
(Escort)	175870	-	-	4.00	-	45374
(Fairmont)	106058	160078	66.25	2.42	3.59	277421
(Granada)	53108	38130	139.49	1.21	.86	84585
(LTD)	57021	80228	71.07	1.30	1.80	143810
(Mustang)	89012	125215	71.09	2.03	2.81	222549
(T'Bird)	38505	78342	49.15	.88	1.76	128903
LINCOLN	31951	39069	81.78	.73	.88	72740
(Mark VI)	18652	22921	72.65	.38	.52	41473
MERCURY	178482	171465	104.09	4.06	3.85	326361
(Zephyr)	32559	45302	71.87	.74	1.01	84297
(Cougar)	15605	33620	46.40	.36	.76	55109
(Capri)	26484	34320	77.17	.60	.77	62974
(Lynx)	58881	-	-	1.29	-	13326
LINC/MERC. DIV.	210433	210534	99.95	4.79	4.73	399101
FORD MOTOR CO.	769547	808065	95.23	17.53	18.15	1513917
BUICK	364017	336191	108.28	8.29	7.55	707544
(Skylark)	103656	87304	118.62	2.36	1.96	180008
(Century)	175309	155871	112.47	3.99	3.50	337183
(Riviera)	21947	19565	112.17	.50	.44	42098
CADILLAC	103185	108350	95.23	2.35	2.43	212557
(Eldorado)	25100	24150	103.93	.57	.54	51065
(Seville)	12390	19036	65.09	.28	.43	35347
CHEVROLET	749538	892259	84.00	17.06	20.07	1725874
(Chevette)	202073	194484	103.91	4.60	4.38	369100
(Monza)	19070	70598	27.01	.43	1.59	140867
(Camaro)	54788	62675	87.42	1.25	1.41	117184
(Citation)	161265	191315	84.29	3.67	4.30	370605
(Malibu)	116314	129670	89.69	2.65	2.91	262605
(Corvette)	18328	18117	90.11	.37	.41	36400
(Monte Carlo)	82635	79749	103.62	1.88	1.79	183097
OLDSMOBILE	425419	394526	107.83	9.69	8.88	807000
(Omega)	55369	45463	121.79	1.26	1.02	92118
(Cutlass)	239468	223550	107.12	5.46	5.02	481229
(Tornado)	17867	17941	99.47	.40	.40	36248
PONTIAC	268944	305103	88.15	6.13	6.85	612794
(Sunbird)	45279	60331	75.05	1.03	1.36	129312
(Phoenix)	48767	47307	98.08	1.07	1.06	98542
(Lemans)	38275	40212	95.18	.87	.90	78422
(Firebird)	30603	47395	64.57	.70	1.06	83832
GEN. MTRS. CORP.	1911103	2036437	93.85	43.52	45.76	4065769
Misc. Domestic	1338	1847	72.44	.03	.04	3659
Other Import	1190203	1144103	104.03	27.11	25.70	2275321
U. S. TOTAL	4390708	4451138	98.64			8760937

(Make Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JUNE	% IND	YEAR TO DATE		% '81 VS '80	% IND	
	1981		1981	1980		1981	1980
Dodge	16112	8.02	82481	119765	68.87	7.60	9.20
Plymouth	1221	.61	8441	15255	55.33	.78	1.17
Ford	66818	33.28	349103	415599	84.00	32.14	31.92
Chevrolet	58543	29.15	332610	395036	84.20	30.63	30.34
G.M.C.	14871	7.40	80285	97653	82.21	7.39	7.50
I.H.	4960	2.47	30259	29744	101.73	2.79	2.28
Jeep Truck	5569	2.77	26384	42508	62.07	2.43	3.26
Mack	1608	.80	9488	11449	82.87	.87	.88
Kenworth	1069	.53	5342	6443	82.91	.49	.49
Peterbilt	651	.32	3040	3947	77.02	.28	.30
Freightliner	804	.40	4324	6004	72.02	.40	.46
White	410	.20	2485	4031	61.65	.23	.31
Misc.	28230	14.05	151673	154768	98.00	13.97	11.89
U. S. Total	200866		1085915	1302202	83.39		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	47335	34875	289	2	-	-	-	-
(Dodge 1)	28934	19638	23	-	-	-	-	-
Plymouth *	6249	2192	-	-	-	-	-	-
Ford	117505	208358	-	-	-	6857	12460	4125
(Ford 2)	44445	65783	-	-	-	-	-	-
Chevrolet	179778	136460	6099	-	459	4491	4786	537
(Chev 3)	70946	39974	-	-	-	-	-	-
G.M.C.	29502	36967	41	-	387	2838	5334	5216
(G.M.C. 4)	4522	10088	-	-	-	-	-	-
I.H.	-	1813	-	-	-	8118	9929	10599
Jeep Truck	16256	10128	-	-	-	-	-	-
(Jeep 5)	16256	7433	-	-	-	-	-	-
Mack	-	-	-	-	-	632	117	8739
Kenworth	-	-	-	-	-	-	-	5342
Peterbilt	-	-	-	-	-	-	-	3040
Freightliner	-	-	-	-	-	-	-	4324
White	-	-	-	-	-	-	-	2485
Misc.	14541	2311	2	0	7	1566	1189	1180
Total	542037	432902	6411	0	853	24302	33815	45587
1980 Total	578184	590101	3710	150	1199	28889	40450	59519
1981 vs '80	93.75	73.38	172.80	5.33	71.14	84.12	83.60	76.59

UNITED STATES SUMMARY

(Reno Total)-To be included in GVW 1,2 & 3

1 Includes Vans, Rancharger and D50

2 Includes Courier, Ranchero, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster and Arrow

4 Includes Vans, Jimmy and Caballero

5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1981		YEAR TO DATE 1980	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt/Hatchback	21653	.49	30792	.69
Plymouth Arrow/Champ	21291	.48	33269	.75
Others	41024	.93	47447	1.07
Total Domestic Sponsored Imports	83968	1.91	111508	2.51
OTHER IMPORTS				
Datsun	230659	5.25	266349	5.98
Honda	194070	4.42	173680	3.90
Mazda	93811	2.14	75388	1.69
Mercedes-Benz	29911	.68	24766	.56
Subaru	69774	1.59	59507	1.34
Toyota	309427	7.05	293524	6.59
Volkswagen	118640	2.70	124810	2.80
Volvo	31917	.73	24421	.55
Others	111994	2.55	101858	2.29
Total Other Imports	1190203	27.11	1144103	25.70
GRAND TOTAL ALL IMPORT CARS	1274171	29.02	1255611	28.21

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	37569	3.46	44408	3.41
Dodge D50	15281	1.41	20829	1.60
Ford Courier	33856	3.12	38880	2.99
Plymouth Arrow	5288	.49	9801	.75
Total Domestic Sponsored Imports	91994	8.47	113918	8.75
OTHER IMPORTS				
Datsun	55019	5.07	54892	4.22
Mazda	6897	.64	4402	.34
Subaru	3188	.29	6061	.47
Toyota	59445	5.47	69125	5.31
Volkswagen	21178	1.95	16412	1.26
Others	1993	.18	-	-
Total Other Import Trucks	147720	13.60	150892	11.59
GRAND TOTAL ALL IMPORT TRUCKS	239714	22.07	264810	20.34

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.1-81

JUNE 1981 ISSUED 08/81

/

C775-3

JULY
1981

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JULY		% '81 VS. '80	% IND	
	1981	1980		1981	1980
A.M.C.	8864	10598	81.75	1.26	1.48
(Concord)	3990	4758	83.86	.59	.67
(Eagle)	2507	2094	119.72	.36	.29
CHRYSLER	6162	9192	67.04	.89	1.28
(Le Baron)	3379	3933	85.91	.49	.55
DODGE	27335	23735	115.17	3.96	3.31
(Diplomat)	2294	2153	106.55	.33	.30
(Colt)	2556	3586	71.28	.37	.50
(Challenger)	884	961	102.39	.14	.13
(Omni)	8776	8091	108.47	1.27	1.13
(Aries)	11011	-	-	1.60	-
PLYMOUTH	30253	22607	133.82	4.39	3.16
(Arrow/Champ)	2665	4075	65.40	.39	.57
(Sapporo)	948	819	115.75	.14	.11
(Horizon)	9988	9899	100.90	1.45	1.39
(Reliant)	15953	-	-	2.31	-
(Gran Fury)	413	1836	22.49	.06	.26
CHRYSLER CORP.	83750	55534	114.79	9.24	7.75
FORD	78425	93011	84.32	11.36	12.99
(Fiesta)	1664	5185	32.09	.24	.72
(Escort)	31502	-	-	4.56	-
(Fairmont)	13232	22525	58.48	1.92	3.16
(Granada)	6784	8003	84.52	.98	1.12
(LTD)	9592	14004	68.49	1.39	1.96
(Mustang)	10607	19618	54.07	1.54	2.74
(T'Bird)	4793	9628	49.78	.69	1.34
LINCOLN	3866	5523	70.00	.56	.77
(Mark VI)	1961	3020	64.93	.28	.42
MERCURY	29173	23249	125.48	4.23	3.25
(Zephyr)	4076	5489	74.26	.59	.77
(Cougar)	2471	3643	67.83	.36	.51
(Capri)	4084	5332	76.59	.59	.74
(Lynx)	10786	-	-	1.57	-
LINC/MERC. DIV.	33039	28772	114.83	4.79	4.02
FORD MOTOR CO.	111464	121783	91.53	16.15	17.01
BUICK	55788	57221	97.50	8.08	7.99
(Skylark)	14671	14165	103.57	2.13	1.98
(Century)	26267	27849	94.32	3.80	3.89
(Riviera)	3995	3384	118.06	.58	.47
CADILLAC	16790	15520	108.18	2.43	2.17
(Eldorado)	3830	3697	103.60	.55	.52
(Seville)	1497	2196	68.17	.22	.31
CHEVROLET	117148	138316	84.70	16.99	19.32
(Chevette)	24626	27658	89.04	3.57	3.86
(Monza)	6730	12552	53.62	.98	1.75
(Camaro)	9187	10313	89.08	1.33	1.44
(Citation)	25553	33009	77.41	3.70	4.62
(Malibu)	18329	21300	86.05	2.66	2.97
(Corvette)	2264	3059	74.01	.33	.43
(Monte Carlo)	12059	12300	98.04	1.75	1.72
OLDSMOBILE	68498	66635	102.80	9.93	9.30
(Omega)	8523	8021	106.26	1.24	1.12
(Cutlass)	36594	38368	95.38	5.30	5.35
(Toronado)	3009	2876	104.62	.44	.40
PONTIAC	49777	49323	100.92	7.21	6.89
(Sunbird)	13586	10581	128.40	1.97	1.48
(Phoenix)	6007	8799	68.27	.87	1.23
(Lemans)	5953	6156	96.70	.86	.86
(Firebird)	4845	6900	70.22	.70	.96
GEN. MTRS. CORP.	308001	327015	94.19	44.64	45.67
Misc. Domestic	310	164	189.02	.04	.02
Other Import	197836	201051	98.40	28.67	28.07
U. S. TOTAL	690025	716145	96.35		

©R. L. Polk & Co.

R. 1-81

UNITED STATES SUMMARY
JULY 1981 'ISSUED 09/81

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '81	% IND		YEAR END
	1981	1980	VS '80	1981	1980	1980
A.M.C.	81127	90336	89.81	1.60	1.75	150878
(Concord)	33651	41481	81.12	.67	.80	67836
(Eagle)	24946	16946	147.21	.49	.33	32785
CHRYSLER	58188	79679	73.03	1.15	1.54	138385
(Le Baron)	28944	36018	80.36	.57	.70	63706
DODGE	216129	182583	118.37	4.25	3.54	312428
(Diplomat)	18165	17709	102.57	.36	.34	31161
(Colt)	24209	34378	70.42	.48	.67	49872
(Challenger)	7137	7469	95.55	.14	.14	12000
(Omni)	66086	60705	108.86	1.30	1.18	103425
(Aries)	79971	-	-	1.57	-	17589
PLYMOUTH	235487	174220	135.17	4.63	3.37	300580
(Arrow/Cheap)	23956	37344	64.15	.47	.72	54741
(Sapporo)	7436	5788	128.47	.15	.11	9317
(Horizon)	84956	73648	115.35	1.67	1.43	120225
(Reliant)	105585	-	-	2.07	-	23755
(Gran Fury)	6047	8360	72.33	.12	.16	11625
CHRYSLER CORP.	509804	436482	116.80	10.03	8.45	751393
FORD	637539	690542	92.32	12.55	13.36	1114816
(Fiesta)	30047	41155	73.01	.59	.80	67929
(Escort)	207372	-	-	4.09	-	45374
(Fairmont)	119288	182703	65.29	2.35	3.54	277421
(Granada)	59950	46133	129.95	1.18	.89	84585
(LTD)	66613	94232	70.69	1.31	1.82	143810
(Mustang)	99619	144833	68.78	1.96	2.80	222549
(T'Bird)	43298	87970	49.22	.85	1.70	128903
LINCOLN	35817	44592	80.32	.70	.86	72740
(Mark VI)	18613	25941	71.75	.36	.50	41473
MERCURY	207655	194714	106.65	4.09	3.77	326361
(Zephyr)	36635	50791	72.13	.72	.98	84297
(Cougar)	18076	37271	48.50	.36	.72	55109
(Capri)	30568	39652	77.09	.60	.77	62974
(Lynx)	67667	-	-	1.33	-	13326
LINC/MERC. DIV.	243472	239306	101.74	4.79	4.63	399101
FORD MOTOR CO.	881011	929848	94.75	17.34	17.99	1513917
BUICK	419805	393412	106.71	8.26	7.61	707544
(Skylark)	118327	101549	116.52	2.33	1.97	180006
(Century)	201579	183720	109.72	3.96	3.55	337183
(Riviera)	25942	22949	113.04	.51	.44	42098
CADILLAC	119975	123878	96.85	2.36	2.40	212557
(Eldorado)	28930	27847	103.89	.57	.54	51065
(Seville)	13887	21232	65.41	.27	.41	35347
CHEVROLET	866686	1030575	84.10	17.07	19.95	1725874
(Chevette)	226699	222122	102.06	4.47	4.30	369180
(Monza)	25800	83150	31.03	.51	1.61	148867
(Camaro)	63975	72988	87.65	1.26	1.41	117184
(Citation)	180818	224324	83.28	3.88	4.35	370805
(Malibu)	134643	150978	89.18	2.65	2.92	262605
(Corvette)	10590	21176	87.79	.37	.41	36408
(Monte Carlo)	94694	92049	102.87	1.86	1.78	163097
OLDSMOBILE	493917	461161	107.10	9.72	8.92	807000
(Omega)	83892	53404	119.46	1.26	1.04	92118
(Cutlass)	276062	261924	105.40	5.43	5.08	461229
(Toronado)	20676	20017	99.32	.41	.40	36246
PONTIAC	318721	354428	89.93	6.27	6.88	612794
(Sunbird)	58865	70912	83.01	1.15	1.37	129312
(Phoenix)	52774	56106	94.06	1.04	1.09	99542
(Lemans)	44220	46368	95.30	.87	.90	78422
(Firebird)	35448	54285	65.29	.70	1.05	83832
GEN. MTRS. CORP.	2219104	2363452	93.89	43.68	45.74	4065769
Misc. Domestic	1648	2011	81.95	.03	.04	3659
Other Import	1388039	1345154	103.19	27.32	26.03	2275321
U. S. TOTAL	5080738	5167283	98.33			8760937

(Mopar Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JULY	% IND	YEAR TO DATE		% '81 VS '80	% IND	
	1981		1981	1980		1981	1980
Dodge	15138	7.98	97619	140821	69.32	7.65	9.24
Plymouth	1117	.59	9558	17582	54.36	.75	1.15
Ford	60428	31.86	409531	486084	84.25	32.11	31.90
Chevrolet	54920	28.95	387530	462083	83.87	30.38	30.31
G.M.C.	14025	7.39	94310	114077	82.67	7.39	7.48
I.H.	5599	2.95	35858	36324	98.72	2.81	2.38
Jeep Truck	5616	2.96	32000	49887	64.40	2.51	3.26
Mack	1498	.79	10986	13010	84.44	.86	.85
Kenworth	872	.46	6214	7326	84.82	.49	.48
Peterbilt	563	.30	3603	4406	81.77	.28	.29
Freightliner	851	.45	5175	6748	76.69	.41	.44
White	381	.20	2866	4754	60.29	.22	.31
Misc.	28672	15.12	180345	181489	99.37	14.14	11.91
U. S. Total	189680		1275595	1524391	83.68		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	55593	41714	310	2	-	-	-	-
(Dodge 1)	33874	23814	24	-	-	-	-	-
Plymouth *	6963	2595	-	-	-	-	-	-
Ford	137285	244987	-	-	-	7794	14525	4940
(Ford 2)	50893	79223	-	-	-	-	-	-
Chevrolet	207422	160684	7518	-	507	5085	5683	631
(Chev 3)	80860	47890	-	-	-	-	-	-
G.M.C.	34320	43345	71	-	587	3348	6369	6270
(G.M.C. 4)	5345	12103	-	-	-	-	-	-
I.H.	-	1746	-	-	-	9804	11657	12651
Jeep Truck	20027	11973	-	-	-	-	-	-
(Jeep 5)	20027	8790	-	-	-	-	-	-
Mack	-	-	-	-	-	748	159	10079
Kenworth	-	-	-	-	-	-	-	6214
Peterbilt	-	-	-	-	-	-	-	3603
Freightliner	-	-	-	-	-	-	-	5175
White	-	-	-	-	-	-	-	2866
Misc.	172953	2766	2	7	8	1816	1400	1393
Total	634563	509810	7901	9	1102	28595	39793	53822
1980 Total	679150	689207	4661	193	1373	34139	47160	68508
1981 vs '80	93.43	73.97	169.51	4.66	80.26	83.76	84.38	78.56

UNITED STATES SUMMARY

(Mexico Total)-To be included in GVW 1,2 & 3

1 Includes Vans, Rancharger and D50

2 Includes Courier, Ranchero, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster and Arrow

4 Includes Vans, Jimmy and Caballero

5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1981		YEAR TO DATE 1980	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt/Hatchback	24209	.48	34378	.67
Plymouth Arrow/Champ	23956	.47	37344	.72
Others	44620	.88	54412	1.05
Total Domestic Sponsored Imports	92785	1.83	126134	2.44
OTHER IMPORTS				
Datsun	269382	5.30	311240	6.02
Honda	226062	4.45	203741	3.94
Mazda	107981	2.12	88728	1.72
Mercedes-Benz	35117	.69	29178	.56
Subaru	81205	1.60	69812	1.35
Toyota	359582	7.08	344707	6.67
Volkswagen	137316	2.70	148752	2.88
Volvo	38113	.75	29868	.58
Others	133291	2.62	119928	2.32
Total Other Imports	1388039	27.32	1345154	26.03
GRAND TOTAL ALL IMPORT CARS	1480824	29.15	1471288	28.47

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	41904	3.29	51346	3.37
Dodge D50	17063	1.34	24870	1.62
Ford Courier	38241	3.00	44875	2.94
Plymouth Arrow	5887	.46	11274	.74
Total Domestic Sponsored Imports	103095	8.08	132165	8.67
OTHER IMPORTS				
Datsun	64285	5.04	84361	4.22
Mazda	8508	.67	5125	.34
Subaru	3614	.28	6948	.46
Toyota	71162	5.58	80731	5.30
Volkswagen	24804	1.94	19648	1.29
Others	3338	.26	197	.01
Total Other Import Trucks	175710	13.78	177010	11.61
GRAND TOTAL ALL IMPORT TRUCKS	278811	21.86	309175	20.28

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11359995	3029074
*1974	8781894	2656918
*1975	8261840	2307417
*1976	9751485	3053809
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.1-81

JULY 1981 ISSUED 09/81

Extraordinary Power To Pinpoint New Car Buyers

1 POLK NEW CAR BUYER ANALYSIS

2 POLK TREE ANALYSIS

3 POLK NEW CAR BUYER FILE

POLK AUTOMOTIVE MAIL

R. L. POLK & CO.

DETROIT, MICH.

5

BEST AVAILABLE COPY

C 7715-3

AUGUST
1981

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	AUGUST		% '81 VS '80	% IND	
	1981	1980		1981	1980
A.M.C.	7657	9292	82.40	1.08	1.32
(Concord)	3003	3718	80.77	.41	.52
(Eagle)	2370	2089	113.45	.33	.30
CHRYSLER	5749	10585	54.31	.80	1.50
(Le Baron)	3246	4750	68.22	.45	.67
DODGE	33081	25587	129.29	4.59	3.64
(Diplomat)	2603	2488	104.62	.36	.35
(Colt)	3559	3403	104.58	.49	.48
(Challenger)	1121	1085	103.32	.16	.15
(Omni)	10160	9731	104.41	1.41	1.40
(Aries)	14128	-	-	1.96	-
PLYMOUTH	34418	24377	141.19	4.77	3.46
(Arrow/Champ)	3443	4070	84.59	.48	.58
(Sapporo)	1279	929	137.67	.18	.13
(Horizon)	10799	12049	89.63	1.50	1.70
(Reliant)	18363	-	-	2.55	-
(Gran Fury)	280	1168	23.97	.04	.17
CHRYSLER CORP	73248	60549	120.97	10.16	8.60
FORD	72824	74687	97.51	10.10	10.61
(Fiesta)	1203	5158	23.32	.17	.73
(Escort)	25280	-	-	3.49	-
(Fairmont)	13752	16170	85.05	1.91	2.30
(Granada)	6920	6373	108.58	.96	.91
(LTD)	10077	10586	95.19	1.40	1.50
(Mustang)	9728	16160	60.20	1.35	2.30
(T'Bird)	5516	8452	65.26	.77	1.20
LINCOLN	3851	5010	76.87	.53	.71
(Mark VI)	1904	2747	69.31	.26	.39
MERCURY	25760	20527	125.49	3.58	2.92
(Zephyr)	3064	4958	61.80	.43	.70
(Cougar)	2955	3382	87.37	.41	.48
(Capri)	3804	4545	83.70	.53	.65
(Lynx)	8468	-	-	1.17	-
LINC/MERC. DIV.	29611	25537	115.95	4.11	3.63
FORD MOTOR CO	102435	100224	102.21	14.21	14.24
BUICK	61792	60835	101.57	8.57	8.64
(Skylark)	17402	15190	114.56	2.41	2.16
(Century)	28036	29468	95.14	3.89	4.18
(Riviera)	4486	3532	127.01	.62	.50
CADILLAC	18908	15494	122.03	2.62	2.20
(Eldorado)	4082	3704	110.21	.57	.52
(Seville)	1456	2020	72.08	.20	.29
CHEVROLET	130033	138781	93.70	18.06	19.71
(Chevette)	30375	28385	107.01	4.22	4.03
(Monza)	11159	13488	82.73	1.55	1.92
(Camaro)	9865	9801	100.65	1.37	1.39
(Citation)	24557	31415	78.17	3.41	4.46
(Malibu)	17535	21596	81.20	2.43	3.07
(Corvette)	2935	2963	99.06	.41	.42
(Monte Carlo)	14537	12677	114.67	2.02	1.80
OLDSMOBILE	74775	67377	110.98	10.37	9.57
(Omega)	9940	7975	125.27	1.39	1.13
(Cutlass)	39330	39358	100.08	5.46	5.59
(Toronado)	3678	2958	124.34	.51	.42
PONTIAC	56741	50935	111.40	7.87	7.24
(Sunbird)	16840	11690	144.05	2.34	1.66
(Phoenix)	6331	8808	71.88	.88	1.25
(Lemans)	5938	5810	102.20	.82	.83
(Firebird)	5284	6920	76.36	.73	.98
GEN. MTRS. CORP	342247	333420	102.65	47.49	47.36
Misc. Domestic	315	338	93.20	.04	.05
Other Import	199903	200097	97.40	27.04	28.43
U. S. TOTAL	720804	703923	102.40		

R. L. Polk & Co.

R. 1-81

UNITED STATES SUMMARY
AUGUST 1981 ISSUED 10/81

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '81	% IND		YEAR END
	1981	1980	VS '80	1981	1980	1980
A.M.C.	88784	99628	89.12	1.53	1.70	150878
(Concord)	36654	45199	81.09	.63	.78	67836
(Eagle)	27316	19035	143.50	.47	.32	32785
CHRYSLER	63937	90264	70.83	1.10	1.54	138385
(Le Baron)	32190	40776	78.94	.55	.70	63706
DODGE	249210	208170	119.71	4.30	3.55	312428
(Diplomat)	20768	20197	102.83	.36	.34	31161
(Colt)	27768	37781	73.50	.48	.64	49872
(Challenger)	8258	8554	96.54	.14	.15	12000
(Omni)	76246	70436	108.25	1.31	1.21	103425
(Aries)	94099	-	-	1.63	-	17589
PLYMOUTH	269905	198597	135.91	4.65	3.38	300580
(Arrow/Champ)	27399	41414	66.16	.47	.71	54741
(Sapporo)	8715	6717	129.75	.15	.11	9317
(Horizon)	95755	85697	111.74	1.65	1.46	128225
(Reliant)	123948	-	-	2.14	-	23755
(Gran Fury)	6327	9528	66.40	.11	.16	11625
CHRYSLER CORP.	583052	497031	117.31	10.05	8.47	751393
FORD	710365	765229	92.83	12.24	13.03	1114816
(Fiesta)	31250	46313	67.48	.54	.79	67929
(Escort)	232662	-	-	4.02	-	45374
(Fairmont)	133040	198873	66.90	2.29	3.39	277421
(Granada)	66870	52506	127.36	1.15	.89	84585
(LTD)	76690	104818	73.16	1.32	1.79	143810
(Mustang)	109347	160993	67.92	1.88	2.74	222549
(T'Bird)	48814	96422	50.63	.84	1.64	128903
LINCOLN	39668	49602	79.97	.68	.84	72740
(Mark VI)	20517	28688	71.52	.35	.48	41473
MERCURY	233415	215241	108.44	4.03	3.67	326361
(Zephyr)	39699	55749	71.21	.68	.96	84297
(Cougar)	21031	40653	51.73	.36	.69	55109
(Capri)	3472	44197	77.77	.59	.75	62974
(Lynx)	76135	-	-	1.33	-	13326
LINC/MERC. DIV.	273085	264843	103.11	4.71	4.51	399101
FORD MOTOR CO.	983446	1030072	95.47	16.95	17.54	1513917
BUICK	481597	454247	106.02	8.30	7.74	707544
(Skylark)	135729	116739	116.27	2.34	1.99	180006
(Century)	229612	213188	107.70	3.96	3.63	337183
(Riviera)	30428	26481	114.91	.52	.45	42098
CADILLAC	138883	139372	99.65	2.39	2.37	212557
(Eldorado)	33012	31551	104.63	.57	.53	51065
(Seville)	15345	23252	65.99	.26	.40	35347
CHEVROLET	996719	1169356	85.24	17.20	19.92	1725874
(Chevette)	257074	250507	102.62	4.46	4.27	369180
(Monza)	36959	96638	38.24	.64	1.65	148867
(Camaro)	73840	82789	89.19	1.27	1.41	117164
(Citation)	211375	255739	82.65	3.64	4.36	370605
(Malibu)	152178	172574	88.18	2.62	2.94	262605
(Corvette)	21525	24139	89.17	.37	.41	36408
(Monte Carlo)	109231	104726	104.30	1.88	1.78	163097
OLDSMOBILE	568690	528538	107.60	9.80	9.00	807000
(Omega)	73882	61459	120.21	1.27	1.05	92118
(Cutlass)	315452	301282	104.70	5.44	5.13	461229
(Toronado)	24354	23775	102.44	.42	.40	36246
PONTIAC	375462	405361	92.62	6.47	6.90	612794
(Sunbird)	75705	82602	91.65	1.31	1.40	129312
(Phoenix)	59105	64814	91.05	1.02	1.11	99542
(Lemans)	50166	52178	96.14	.86	.89	78422
(Firebird)	40732	61215	66.54	.70	1.04	83832
GEN. MTRS. CORP.	2561351	2696874	94.97	44.16	45.93	4065769
Misc. Domestic	1963	2350	83.55	.03	.04	3659
Other Import	1582941	1545251	102.44	27.28	26.32	2275321
U. S. TOTAL	5801537	5871206	98.81			8760937

(Mexic Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	AUGUST	% IND	YEAR TO DATE		% '81 VS '80	% IND	
	1981		1981	1980		1981	1980
Dodge	14254	7.34	111875	160075	69.89	7.61	9.31
Plymouth	1145	.59	10703	20132	53.16	.73	1.17
Ford	63525	32.72	473054	545898	86.66	32.17	31.74
Chevrolet	56465	29.08	443995	517263	85.84	30.21	30.07
G.M.C.	13883	7.15	108193	128519	84.18	7.36	7.47
I.H.	5324	2.74	41182	43254	95.21	2.80	2.51
Jeep Truck	6181	3.18	38181	55618	68.65	2.60	3.23
Mack	1598	.82	12585	14609	86.15	.86	.85
Kenworth	875	.45	7087	8242	85.99	.48	.48
Peterbilt	517	.27	4120	4974	82.83	.28	.29
Freightliner	633	.33	5808	7616	76.26	.40	.44
White	312	.16	3178	5358	59.31	.22	.31
Misc.	29466	15.17	209811	218612	100.57	14.28	12.13
U. S. Total	194175		1469770	1720170	85.44		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	63686	47847	337	5	-	-	-	-
(Dodge 1)	38201	27423	24	-	-	-	-	-
Plymouth *	7812	2691	-	-	-	-	-	-
Ford	158736	281761	-	-	-	10048	16765	5682
(Ford 2)	57690	91866	-	-	-	-	-	-
Chevrolet	237825	184242	8254	-	567	5840	6509	758
(Chev 3)	91674	56211	-	-	-	-	-	-
G.M.C.	39400	49608	116	-	720	3859	7298	7192
(G.M.C. 4)	6124	14068	-	-	-	-	-	-
I.H.	-	1874	-	-	-	11827	12976	14506
Jeep Truck	24196	13986	-	-	-	-	-	-
(Jeep 5)	24195	10153	-	-	-	-	-	-
Mack	-	-	-	-	-	905	189	11491
Kenworth	-	-	-	-	-	-	-	7087
Peterbilt	-	-	-	-	-	-	-	4120
Freightliner	-	-	-	-	-	-	-	5808
White	-	-	-	-	-	-	-	3178
Misc.	20138	3117	2	8	8	2029	1663	1599
Total	733101	585329	8709	11	1295	34508	45400	61421
1980 Total	771888	768818	48847	196	1532	40491	53970	78386
1981 vs '80	94.98	76.13	17.88	5.61	84.53	85.23	84.12	78.36

UNITED STATES SUMMARY

(Memo Total) To be included in GVW 1,2 & 3

1 Includes Vans, Ramcharger and D50

2 Includes Courier, Ranchero, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth includes Trail Duster and Arrow

4 Includes Vans, Jimmy and Caballero

5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.
REGISTRATIONS FOR THE STATE OF DELAWARE ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1981		YEAR TO DATE 1980	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt/Hatchback	27768	.48	37781	.64
Plymouth Arrow/Champ	27399	.47	41414	.71
Others	48223	.83	61584	1.05
Total Domestic Sponsored Imports	103390	1.78	140779	2.40
OTHER IMPORTS				
Datsun	307302	5.30	356085	6.08
Honda	257360	4.44	232704	3.96
Mazda	120488	2.08	101445	1.73
Mercedes-Benz	40012	.69	33750	.57
Subaru	94342	1.63	80321	1.37
Toyota	407947	7.03	394571	6.72
Volkswagen	157282	2.71	172303	2.93
Volvo	44016	.76	34137	.58
Others	154192	2.66	139935	2.38
Total Other Imports	1582941	27.28	1545251	26.32
GRAND TOTAL ALL IMPORT CARS	1686331	29.07	1686030	28.72

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	46975	3.20	57840	3.36
Dodge D50	18770	1.28	28879	1.68
Ford Courier	43094	2.93	50827	2.95
Plymouth Arrow	6554	.45	12858	.75
Total Domestic Sponsored Imports	115393	7.85	150404	8.74
OTHER IMPORTS				
Datsun	73799	5.02	73976	4.30
Mazda	9937	.68	5793	.34
Subaru	4058	.28	7958	.46
Toyota	83762	5.70	93210	5.42
Volkswagen	28239	1.92	22392	1.30
Others	4704	.32	205	.01
Total Other Import Trucks	204499	13.91	203534	11.83
GRAND TOTAL ALL IMPORT TRUCKS	319892	21.76	353938	20.58

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.1-81

AUGUST 1981 ISSUED 10/81

Supplementing Polk's Statistics:

CAN YOU AFFORD TO IGNORE ...

...the Top 60 Standard Metropolitan Areas which account for well over 50% of all U. S. passenger car sales? These important markets deserve the thorough analysis which Polk Registration Reports by Census Tracts can insure.

New passenger car and truck registrations by make, series, price class and gross vehicle weight groups can also be identified by name and type of buyer, whether a business or an individual. Registrations can be compiled not only by census tract but by postal zone or other geographic areas. All data are current, too, within three months of actual sales.

Consumer buying power and population shifts, as reflected in new passenger car registrations, can materially assist your Sales and Marketing Staff in evaluating retail sites... establishing dealer and salesmen objectives... planning distribution... and meeting many other marketing problems.

Since each Registration Report is prepared to your specifications, you resolve your marketing problems quickly and reduce your research costs.

R. L. POLK & CO.

DETROIT, MICH.